

LIFE



AMERICANS IN
HEIDELBERG

JULY 21, 1947 **15** CENTS
YEARLY SUBSCRIPTION \$5.50



*Sentinel Tuckaway Threesome for Women
\$27.50 no federal tax*

*Sentinel DeLuxe
Threesome for Men
\$30 no federal tax*

Color Photograph by Wesley Rotman

*Sheaffer's
Threesomes*

for every writing person's every writing need!

THREE separate, distinctly different, top quality writing instruments, each with instant finger-tip identification—beautifully cased as befits fine jewelry—for the perfect gift ensemble. Here, superbly matched each to the other, are all of the portable writing tools he or she will ever need for any writing purpose.

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Handy at the desk for those quick memoranda when answering the phone, because it can be left uncapped. Best for making carbons and duplicator masters—addressing packages—writing orders in permanent red, blue or green Strato-Ink. Rolls writing on smoothly on almost any surface, at any altitude, in any climate. We believe it's far and away the most dependable in the ball-tip field!

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SHEAFFER'S

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LISTEN EVERY SUNDAY to SHEAFFER'S PARADE with Carmen Cavallaro—NBC Complete Network: 2 P.M. Eastern Standard Time; 3 P.M. Eastern Daylight Time
LISTEN EVERY SATURDAY to SHEAFFER'S ADVENTURERS CLUB—CBS Complete Network: 10:30 A.M. Eastern Standard Time; 11:30 A.M. Eastern Daylight Time

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Deep in the heart of New York. Weekends often find "model" mother Titia and Bryan at a nearby dude ranch. Every day finds them "duded up" with a sparkling smile. For the Cornells

use Ipana—the tooth paste that's specially designed to help keep teeth sparkling bright. Get started toward a "model" smile yourself—get Ipana Tooth Paste.

It's fun to have a Model for a Mother

Bryan Cornell's whoops and hollers reveal a smile as sparkling as his "model" mother's



Pistol-packin' Bryan, 6 years old, rides the range by day, learns how to help guard his gums at night. If your gums flash a warning tinge of "pink" on your tooth brush—see your dentist. Let him decide whether yours is simply a case for "the helpful stimulation of Ipana and gentle massage."

ISN'T Bryan Cornell of New York City a lucky boy? Those are gen-u-wine Texas boots and spurs he has. And Oh, boy, look at that six-shooter!

Lucky for Bryan, too, that his mother is a successful model. This means he's almost bound to have a smile that'll lasso the lassies. For knowing the importance of a sparkling smile (that's the first thing models learn!) Mrs. Titia Cornell teaches her son to safe-

guard his smile by following her own dental routine: *Regular brushing with Ipana, then gentle gum massage.*

Well-known as a Television actress, too, green-eyed, titian-haired Titia makes it her business to know what thousands of schools and dentists are teaching—that a radiant smile depends largely on sparkling teeth. And firm, healthy gums are important to sparkling teeth. So get Ipana Tooth Paste today!



IPANA TOOTH PASTE
for your Smile of Beauty



Eleven years from now, Bryan will be the World's Greatest Pilot (he insists). Long before then, however, his smile will show the results of his "model" mother's care. For the Cornells use Ipana, the tooth paste that dentists prefer 2 to 1 for their own personal use, a recent national survey shows!



Follow your dentist's advice about gum massage. So important is correct massage to sound teeth and a sparkling smile that 9 out of 10 dentists recommend it regularly or in specific cases, a recent national survey shows. Follow your dentist's instructions carefully—help him guard your smile of beauty.

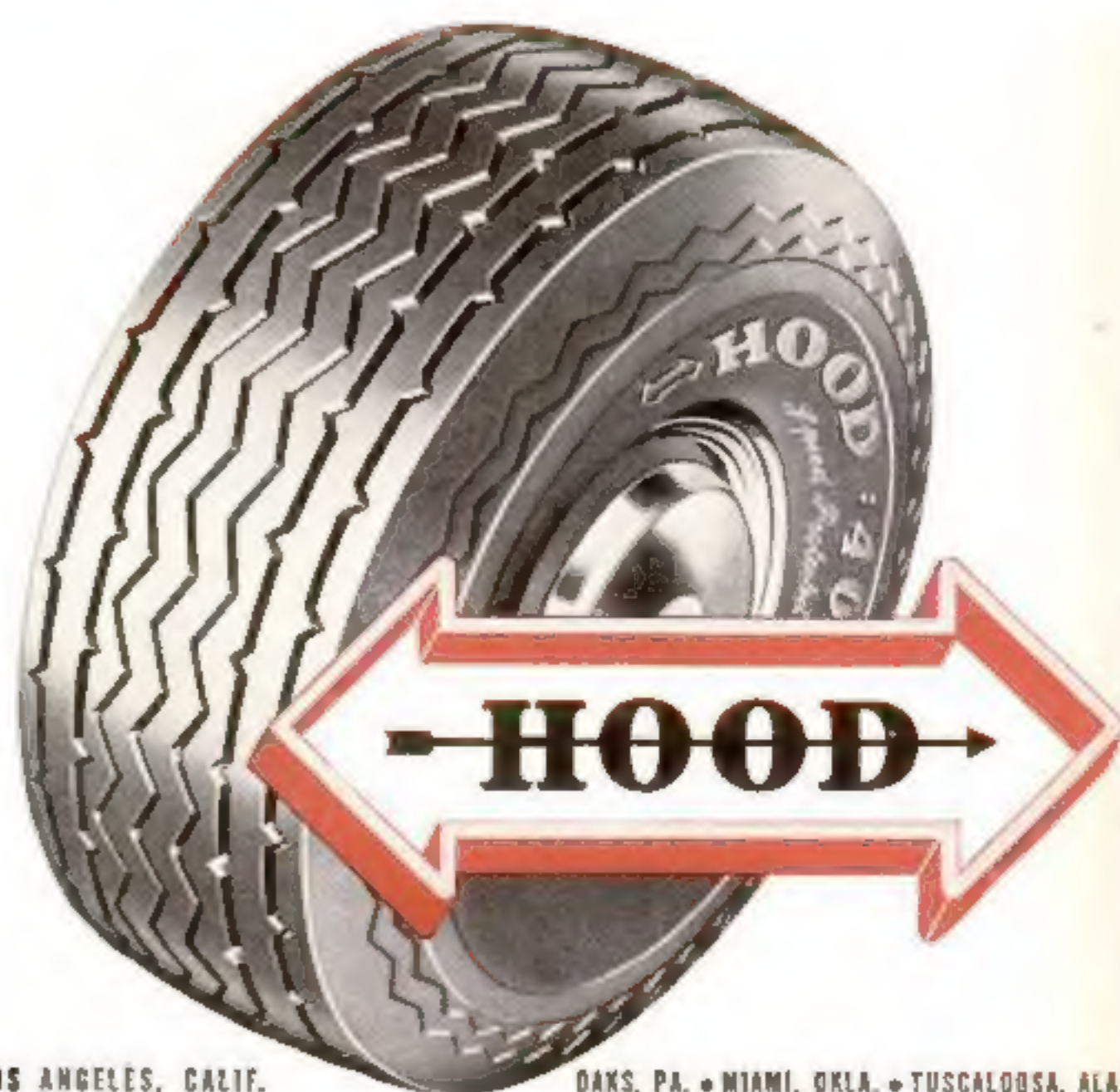


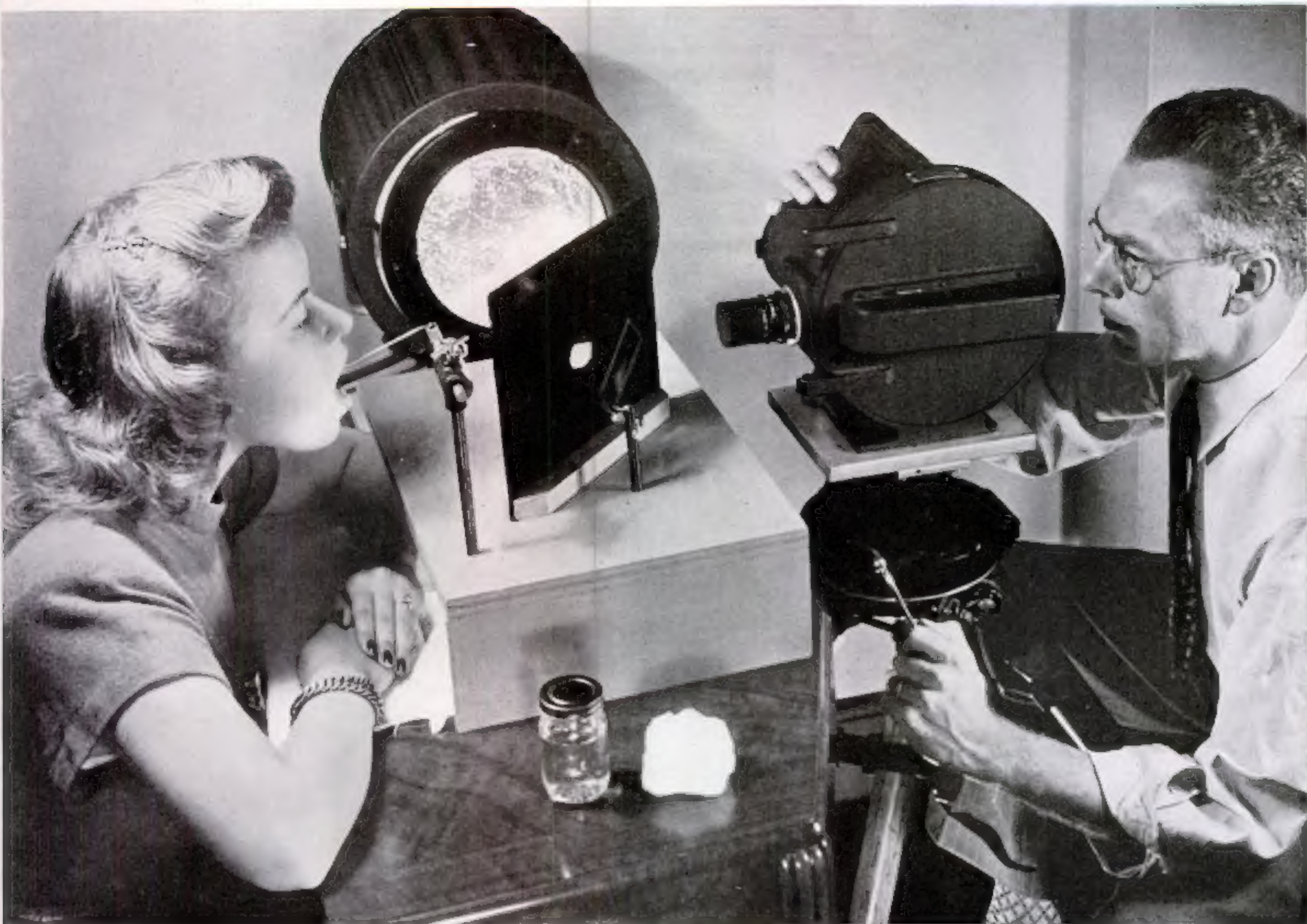
A new, wider, flatter tread...

That means more safe mileage!

THE development of a tire with more tread rubber in contact with the road was long the goal of rubber scientists. They knew that with a wider, flatter rolling surface, tires would hug the road better, give you increased skid protection—that wear would be more evenly distributed, wear would be longer. Only recently, new discoveries in tire construction methods and materials made such an improved design possible. Now you can see it in the beautiful new Hood “400”—the tire that’s engineered from beads to tread for today’s longer, faster, more comfortable driving.

If it's HOOD—it's GOOD!





COURTESY OF THE NATIONAL GEOGRAPHIC SOCIETY

Taking moving pictures of human vocal cords

SAY "AH-H-H" TO THE BIRDIE . . . This Bell Telephone Laboratories scientist is taking moving pictures of the young woman's vocal cords, to get new knowledge about the voice. Such knowledge is useful in telephone transmitter design.

He is using a Fastax camera, developed by the Laboratories. This camera, the same kind that was used to photograph atom-bomb tests at Bikini, can operate up to the rate of 8000 pictures a second.

Bell Telephone Laboratories learned some interesting things about speech from high-speed pictures of vocal cords.

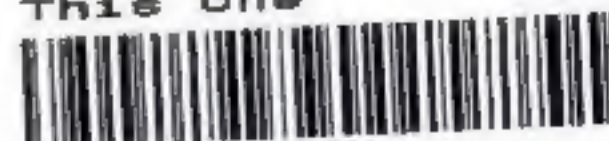
THE job of Bell Laboratories is to devise and develop facilities which will enable two human beings anywhere in the world to talk to each other as clearly as if they were face to face—and to do this economically as well as efficiently. To this end, Bell Laboratories study every-

thing from the most fundamental matters, such as the mechanism of speech and hearing and the molecular structure of copper wire and rubber insulation, to the detailed design of equipment. The result is better service, at lower cost, for everyone who uses the telephone.



BELL TELEPHONE SYSTEM

This One



JKAA-YLQ-J4DH



Wind won't wait!

Opportunity knocks once with a picture like this!

Nothing—not even a picture opportunity—ever happens twice in exactly the same way. And if you miss... well, it's unfortunate, but it's final.

You can measurably increase your chances of catching split-instant pictures by loading with wide-latitude Ansco Film.

For this latitude—this ability to “get an image” despite minor exposure errors—gives you a margin of exposure safety.

Make every attempt to expose accurately, of course. But remember that Ansco's wide latitude was designed to improve your chances of getting good exposures. Ansco, Binghamton, N. Y.



The Ansco 4.5 Speedex
Now available in limited quantities.

ASK FOR **Ansko** FILM & CAMERAS



is for Flowers



LIFESAVER FOR POSIES — glamorous camellias, exotic orchids and other fragile blooms hold their dewy beauty far longer when delivered in a shimmering wrap of PLIOFILM. For PLIOFILM is air-vapor-liquid-proof. It seals in life-sustaining moisture, prevents droop and wilt, keeps your corsage hothouse lovely until worn. All live plants and shrubs survive shipment much better, too, when root balls are encased in PLIOFILM because it locks out thirsty air, keeps roots moist, live and vigorous.

and for Fruit Salad

NEW YEAR-ROUND TREAT — delicious salads made with out-of-season fruits can now be inexpensively yours all year — by quick-freezing in PLIOFILM locker bags. Just pour in your prepared fruits — halved peaches, pears or melon balls — in their own rich syrup! There'll be no leaks, no loss of flavor or color because PLIOFILM provides *three-way* protection against air, moisture, liquids — because it heat-seals liquid-tight! Ask your locker operator for PLIOFILM locker kits and sheet wrapping.



Everything is better in

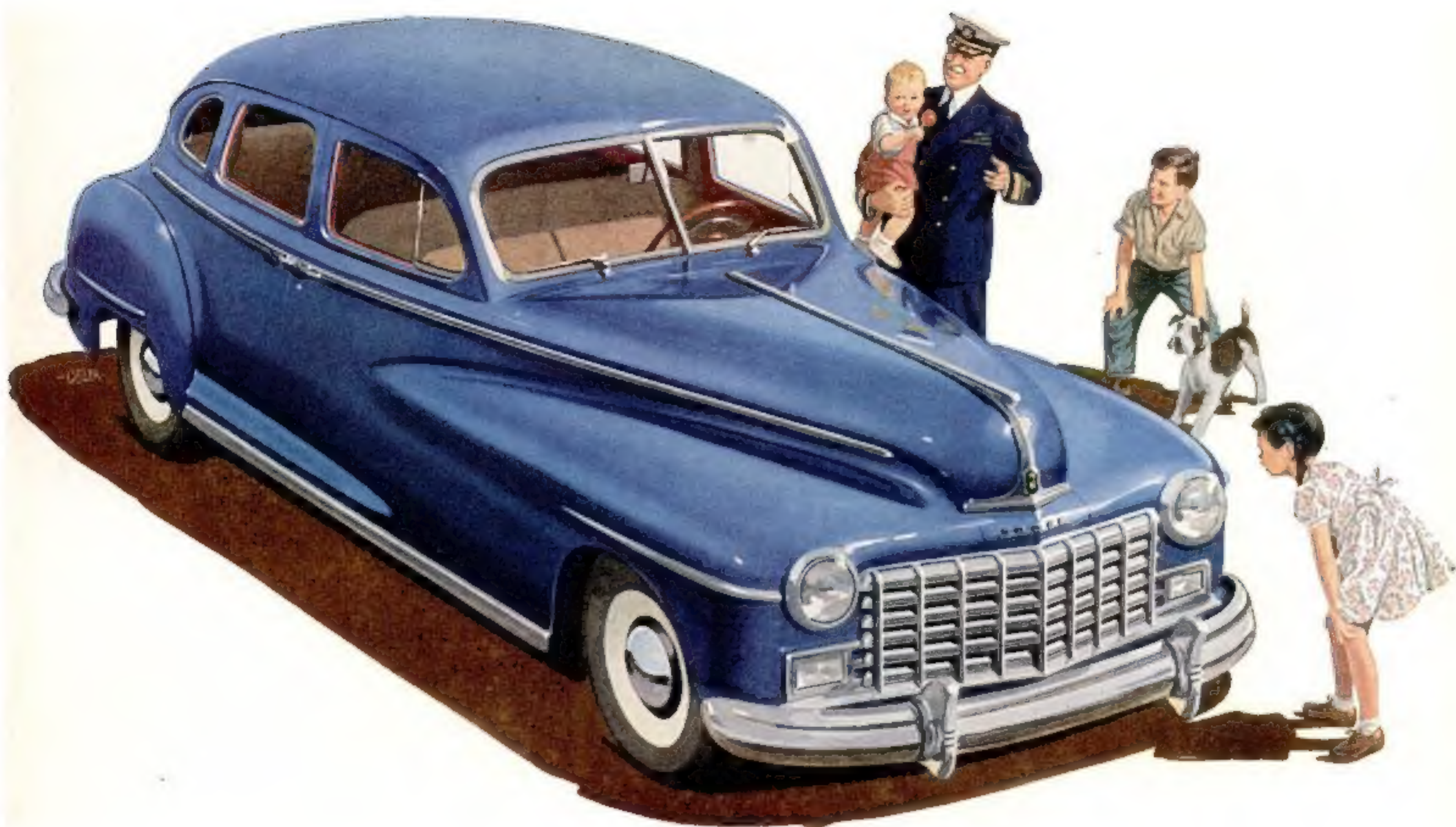
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3-way protection against air, moisture, liquids

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THE GREATEST NAME IN RUBBER

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Dodge All-Fluid-Drive was nothing new to him. He'd sailed the seven seas on a fluid-driven warship. He knew the ocean of difference between the old power and the new, as Dodge supplies it.

With great beauty, power, speed and economy the new Dodge goes about its business every day, adding new

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Take a ride and a drive yourself in this car of the century. At our end, we'll thank you and fill your order fast as we possibly can.

NEW *Dodge*
SMOOTHEST CAR "AFLOAT"

LETTERS TO THE EDITORS

PRODIGY

Sirs:

Your article on Pierino Gamba "Nine-year-old Conductor," (*LIFE*, June 30) was one of the worst. I myself am an 11-year-old prodigy-composer. Please don't think I'm bragging in saying this, I'm merely stating the pure facts.

I don't see how Pierino Gamba could tolerate pictures of his mother "washing [his] face" and "powdering his chest." I know any boy prodigy would not like it. You're giving him the old "Last treatment." You want everyone to crowd around him, trying to get a lock of his hair. I say, "Baloney!" If he's sincere and loyal to his cause he will soon realize this is no good. So please don't get him off to a bad start.

RYAN EDWARDS

Quincy, Fla.

● Compositions of Prodigy Edwards include a sonata in three movements, a concerto, several songs. He has recently completed an orchestral score based on the fairy tale "The Emperor's New Clothes."—ED.

THE MAYA

Sirs:

I am grateful for the magnificent presentation of the Maya (*LIFE*, June 30). The photography is, as the Spanish say, *fantástico*. Congratulations to Dmitri Kessel!

I should like, however, to take slight exception to the statement, "... The wonder of their [Maya] culture, the greatest of all, remained almost unknown until 50 years ago when archaeologists began digging their ancient cities out of the jungle."

More than a hundred years ago expeditions to explore the Maya ruins were organized and conducted by John Lloyd Stephens, New York lawyer, head of the company which established the first transatlantic steamship service between New York and Bremen and president of the Panama Railway Company, which built the first railroad in Panama to connect the Atlantic and Pacific Oceans.

Accompanied by the English artist and archaeologist, Frederick Catherwood, and the Boston physician and ornithologist, Dr. Samuel Cabot, Stephens went to Yucatan in 1841, having been appointed U.S. consul to Central America, a roving assignment given him by President Van Buren. On an earlier expedition Stephens had visited the Maya ruins in Central America and had examined briefly a few of the archaeological sites in Yucatan, all of which he reported in a three-volume work entitled *Incidents of Travel in Central America, Chiapas and Yucatan*, published in 1843.

During his second and more extensive expedition to Yucatan, Stephens with his companions traveled more than 3,000 miles on muleback and lived for long periods in ruined temples and palaces. He made minute records of everything he saw, took pictures of the ruins with a daguerreotype while Catherwood made detailed sketches. At the end of seven months of hacking their way through the jungle, Stephens and his associates had visited 144 ruined cities and archaeological sites. Most of them were buried so deep in the jungle that they had never before been investigated by any explorer.

Because of ill health Stephens was forced to return to the U.S. His book, *Incidents of Travel in Yucatan*, was

published in two volumes in 1843. It was immediately a best-seller. Ten editions were sold out three months after publication.

Stephens never professed to be a scientist but he was the first North American to let the world know of the importance of the Maya archaeological sites and to proclaim that the Mayas had developed a culture indigenous to America and superior to that of any other early American group....

He never recovered from the privations he endured and the illness he contracted during his explorations in Yucatan. He died in New York at the age of 47.

MARCELLA HURLEY
Director

Pan American Council
Chicago, Ill.

Sirs:

Right in the middle of your excellent story sat my old friend Don Nemesio Xiu, descendant of the ancient kings of Uxmal. This patriarch's son, Dionisio, helped me explore parts of Yucatan while I was gathering material for my book of that name. You call the father "a simple farmer." True, he is a farmer, and if dignity means simplicity, he is simple. But of all the members of royalty I have met in 25 years of newspaper work in the U.S. and abroad, Nemesio Xiu looked most like the real article. It was a pleasure to meet him again through you.

LAWRENCE DAME

Boston, Mass.

Sirs:

Your article was of special interest to our family. When my wife saw the "stone statue from Copan," she went



THE LADY GETS A HAND

immediately to our photo file and produced a picture of me in the act of putting the "lady" together.

In 1941, as an Arthur W. Wheelwright Fellow in Architecture, I worked during one "dry season" at Copan on the Carnegie Institution's reconstruction of Ruinas de Copan. One day I became intrigued with a finely carved but badly eroded head perched atop a pile of masonry; poking around the fantastic profusion of sculptured pieces, I soon found the body, which fitted perfectly, and then a hand!

A couple of iron dowels, a hand star drill, mortar, some advice and a day's time found me in the position shown, giving the little lady a hand.

As to the sex of the statue which you describe as "a woman wearing a large pendant," if the eminent Dr. Morley says "she" is a lady, I have no intention of disputing it. However

CONTINUED ON NEXT PAGE



R For Happy Feeding
in Listless Weather:

SERVE YOUR BABY THESE MAIN-DISH FOODS

— combinations of all the meat, all the vegetables Baby needs

In hot weather, Baby's appetite may lag. How important, then, for the foods he does eat to be extra-nourishing. Campbell's Baby Soups are just that. They offer the latest advance in baby feeding... meat and vegetables in combination.

Four different meats that doctors recommend... beef, chicken, liver, lamb... are combined with tender vegetables and cereal. Then there's an all-vegetable soup of eight vegetables and oatmeal. All five of firm, strained-food consistency. And how convenient! Baby's main dish from just one glass jar!

Serve these five, in turn, as Baby's substantial main dish. Here's a sound, well-rounded feeding plan for Baby... and less work for you.

Hints on Summer Feeding

- Small baby, big thirst... so offer him water freely between meals.
- Babies take to these main-dish foods. They taste better, mothers say.
- Can be fed as early as any strained foods. Ask your doctor "when?" and "how much?"
- Every grocer who sells Campbell's Soups can supply Campbell's Baby Soups.

Campbell's STRAINED BABY SOUPS
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"BETTER TASTING!"
...MOTHERS SAY

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OUTSTANDING

*-and they are
mild!*

LETTERS TO THE EDITORS

CONTINUED

from my own nonscientific study of feminine anatomy, I should have ventured the opinion that "she" was a man.

LEONARD J. CURRIE
Cambridge, Mass.

PSYCHE

Sirs:

The Milwaukee Public Library has a collection of color lithographs made by a pioneer company which began here in 1852. During the '90s the firm



received many orders from breweries and other beverage companies. Here is a picture of a label. The similarity to the White Rock girl is obvious. Did Paul Thumann sell his picture twice or was one of the commercial artists merely "psychic?"

GERALD P. CAFFEY
Milwaukee, Wis.

● Artist Thumann sold his painting only once. Many another commercial artist besides Purity's has been psychic about his Psyche.—ED.

MEMO TO LOVETT

Sirs:

If our foreign policy has fallen into the fundamental errors pointed out by Mr. John Chamberlain in his "Memo to Robert Lovett" (LIFE, June 30), and I believe it has, is it not about time Republican leaders seriously questioned the wisdom of their party attitude toward a joint two-party policy? Perhaps more open criticism would have helped to avoid some of our blunders in China and in Europe. The fate of our democratic civilization is at stake in both areas.

MARTIN WILSON
White Plains, N. Y.

Sirs:

As an ordinary citizen I am hardly qualified to pass judgment on the inner workings, policies and structure of the State Department or the temper and qualifications of its men. And I certainly would not presume to have that sole wisdom to pass judgment in the manner which Mr. John Chamberlain has arrogated unto himself.

While everything Mr. Chamberlain has said may be true, accurate and wise, I believe his tenor of speaking to Mr. Lovett publicly in this way on the direction and performance of Mr. Lovett's duties before the fact is insulting and just plain bad manners.

DAVID LAX
New York, N. Y.



**right
on
the
dot...**



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CONTINUED ON PAGE 19

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LETTERS TO THE EDITORS

CONTINUED

OLD FOLKS

Sirs:

... The subhead on your editorial, "The Old Folks" (LIFE, June 30), reads, "More than half need education, jobs and the application of the Fifth Commandment." Can it be that you don't know the difference between the Fourth and the Fifth Commandments? Do you really mean the Fifth that more than five million persons over 65 are in danger of being killed by their own children?

ROLAND E. RAMIREZ

Notre Dame, Ind.

● Reader Ramirez refers to the Catholic Decalogue. LIFE was using the Protestant arrangement of the Ten Commandments. Catholics omit the Protestant Second Commandment, "Thou shalt not make unto thee any graven image..." causing the discrepancy in subsequent numbering. The Catholic Fifth: "Thou shalt not kill." The Protestant Fifth: "Honor thy father and thy mother: that thy days may be long upon the land which the Lord thy God giveth thee."—ED.

TASSEL TUSSE

Sirs:

Without creating a tussle over a tassel, I am startled by the caption in your commencement article (LIFE, June 30), which reports from Wellesley College: "A few girls neglected to drape mortarboard tassels to left so they could be switched to right at end of commencement to indicate the wearer was graduated." Either the Wellesley girls are egregiously misinformed or I was graduated from Bowdoin with the tassel on the wrong side. The jackpot question: right to left, left to right?

JOHN F. MACMORRAN

Tilton, N. H.

● Practice on tassel switching is as variable as the winds. According to *American Universities and Colleges*, put out by the American Council on Education, the "tassel may lie in any direction with equal meaning, since a passing breeze will determine its position." However, general collegiate tradition, including Wellesley's, switches from right to left.—ED

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oh-oh, Dry Scalp!



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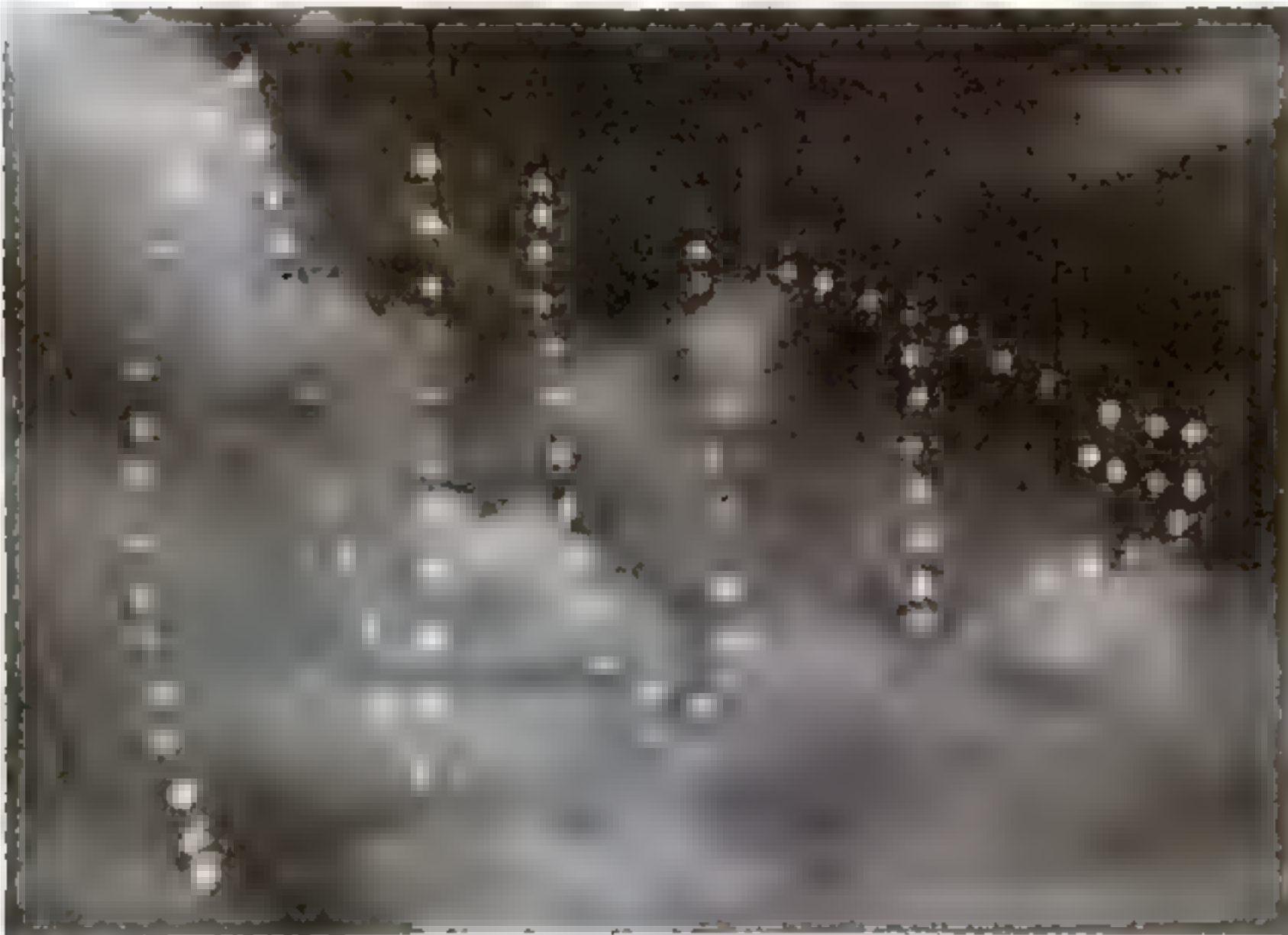
Used by more men today than any other hair tonic



BUZZ SAW-BLADE DISK with "gadgets and some wires" attached hit the lightning rod on Rev. Joseph Brasky's church in Grafton, Wis. and exploded, he says, with a roar. He notified the FBI.



AIRLINE PILOT E. J. SMITH SAW DISKS IN IDAHO



DISKS IN FORMATION, supposedly roaring through evening sky, spell out "NUTS" in trick picture contrived by Photographer Stanford Calderwood of Manchester, N.H. *Evening Leader*.



ALUMINUM DISK, complete with fake jet-propulsion units, crash-landed in a street in Shreveport, La. Witnesses who saw it come down say that it flew out from behind a nearby signboard.

SPEAKING OF PICTURES A RASH OF FLYING DISKS BREAKS OUT OVER THE U.S.

On June 25, Mr. Kenneth Arnold of Boise, Idaho took off in his private plane and flew northwest into Washington. As he passed between Mt. Rainier and Mt. Adams, Mr. Arnold saw nine saucerlike objects flying in formation at 1,200 mph. That started it. In the next 10 days flying disks were reported over 10 states and Canada. Captain E. J. Smith (*above*) of United Airlines said he consorted with five disks on the Fourth of July near Boise, blinking his lights at them in the dusk. In Texas, Farmer Victor Wenmoth turned from milking his cow Gussie and saw three big, black-bellied disks hovering 300 feet overhead. In Chicago a housewife stood on her porch and watched an airborne object "about the size of a saucer, with legs." She had the feeling that it was about to swoop down and slap her face, so she ran into her house and slammed the door. In Seattle, Wash., Mr. J. William Sheets said, "Why, they come through our yard all the time." Near Spokane, Wash., Mrs. Walter Johnson saw "eight flying washtubs, each about the size of a five-room house." By July 10, disks had been reported in 43 states and the District of Columbia. Nowhere, however, did any of the saucers pause long enough in their flight to be photographed.

Explanations of the disks soon came from many sources. At Harvard University, Anthropologist Ernest A. Hooton said they were "misplaced halos searching for all the people who were killed over the Fourth of July." In Chicago Mr. L. M. Wendorf said the disks were merely hallucinations which would disappear if U.S. citizens followed a correct diet. He recommended a menu including 50 dandelion blooms a day. A San Franciscan, Ole J. Snide, explained that the saucers were space ships sent out by "The Great Master," who left the earth in disgust after the fall of the Roman Empire and now resides on the dark side of the moon. Throughout the U.S. scientists pointed out that the disks were symptoms of scintillating scotoma, or spots before the eyes. Some said they were only red corpuscles passing across the retinas of sky-watchers. Others replied that the saucers were weather balloons, airplanes, clouds or reflections, although a few hinted that the strange missiles were American or Russian secret weapons.

To clear the air *LIFE* asked Artist Boris Artzybasheff for the correct explanation. Artzybasheff, who tracked down World War II's gremlins (*LIFE*, Nov. 16, 1942), speaks from long experience with pixyish interplanetary phenomena. His explanation: obviously the residents of the planet Neptune, having attained a civilization far in advance of that now enjoyed on earth, are shelling the universe with crockery (*opposite page*). Nothing else remains for them to do. Furthermore it may take another 10,000 years before the people of the earth, at their present rate of progress, will join Neptunians on this last pinnacle of culture.



THE EXPLANATION of the flying disks, drawn by Boris Artzybasheff shows residents of the planet Neptune gleefully bombarding the universe with stacks of crockery

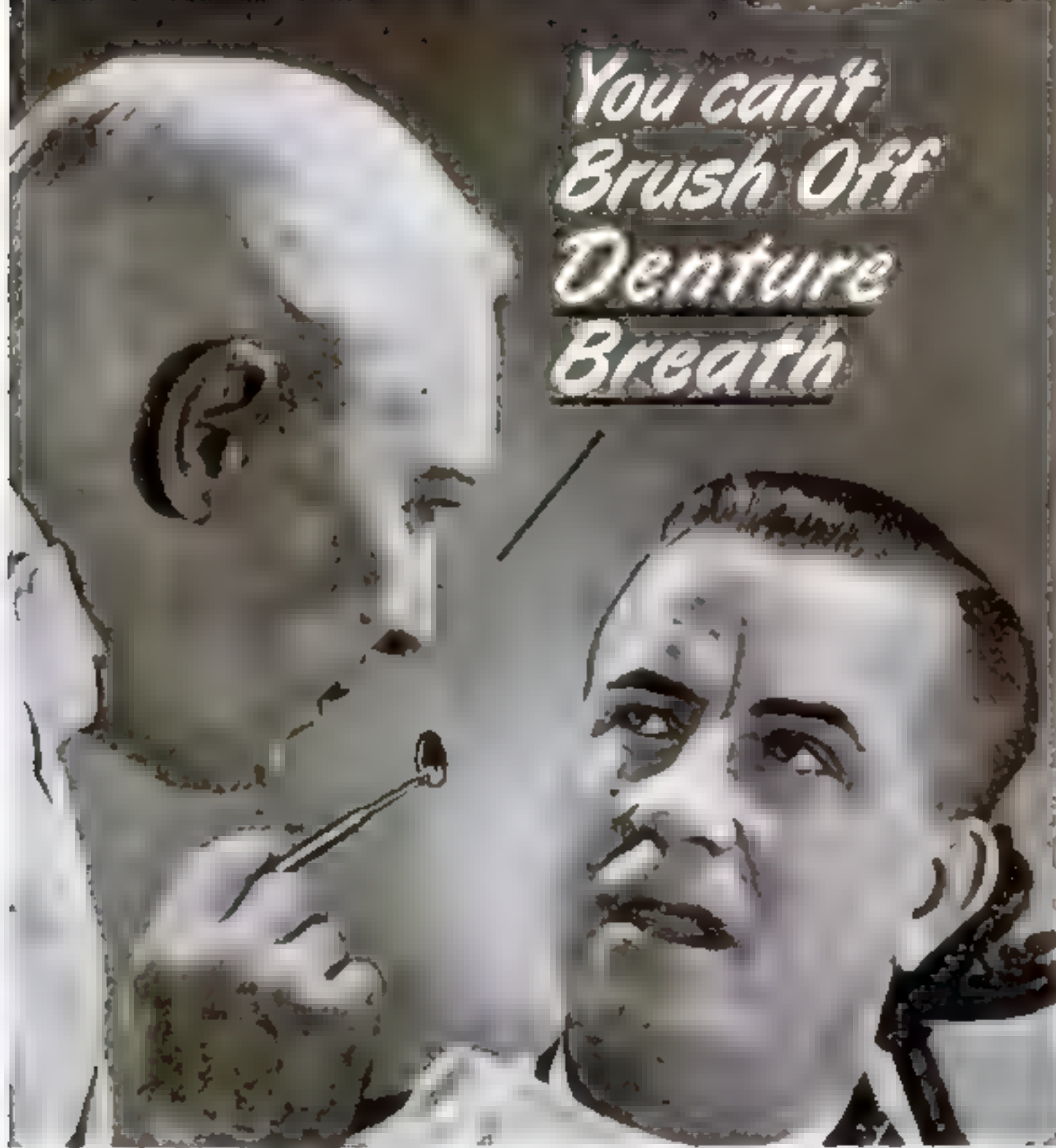
fired by atomic saucer-launchers. Neptunians thus far have aimed only saucers at the earth (top) but more favored planets have been shelled with teapots and dinner plates.

False Teeth?



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SPEAKING OF PICTURES

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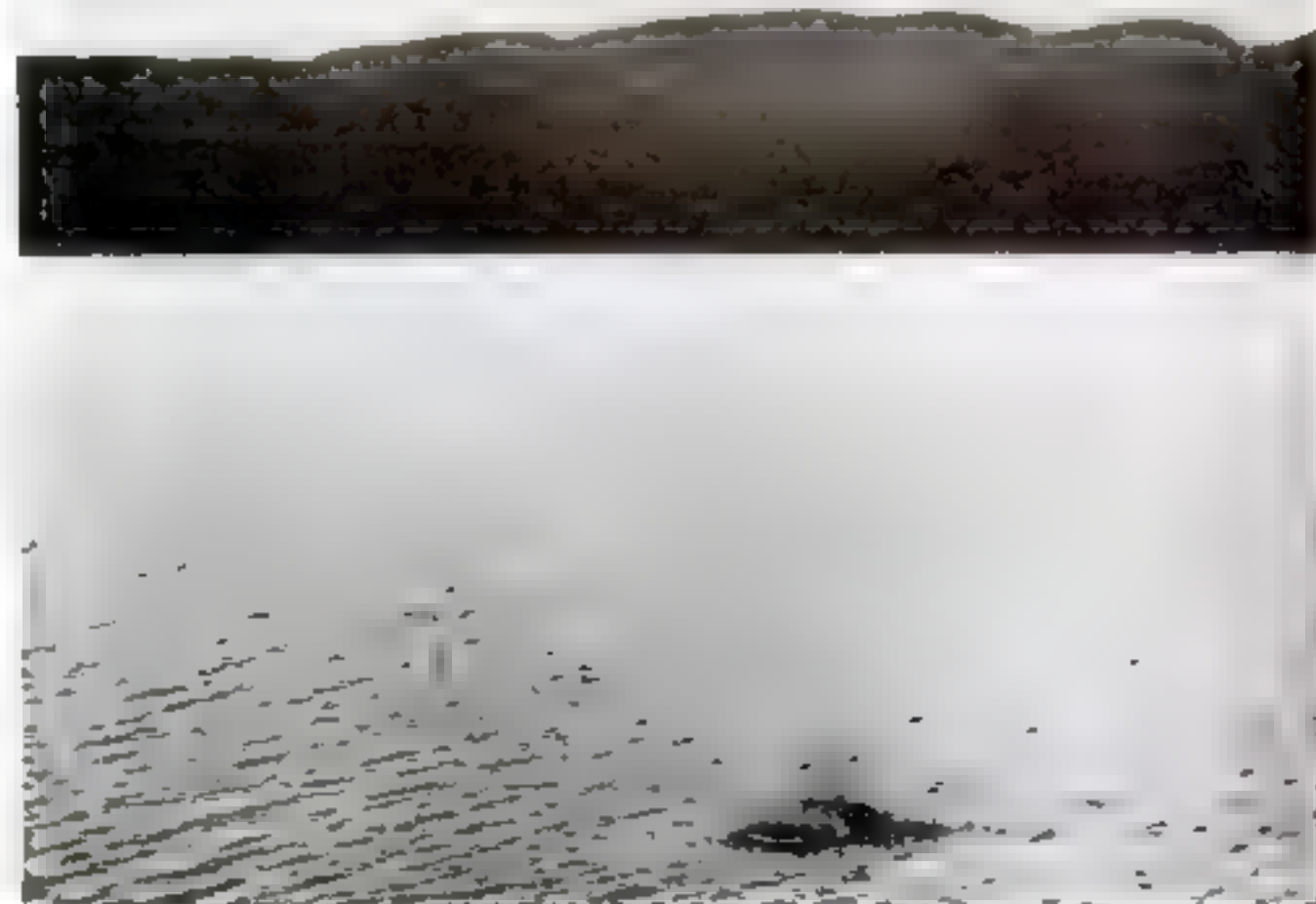
OTHER TIMES, OTHER BEASTS



SKELETONS IN THE SKY were "seen" in the 17th Century by frightened peasants, who also imagined people, angels and even grape arbors flying about among the stars. These were interpreted as prophecies of hard times to come.



MAN-BATS ON THE MOON were described in 1835 by Richard Locke, who wrote about them in the *New York Sun*. Thousands of Locke's gullible readers, hoaxed by this drawing, stared at the moon and thought they saw man-bats too.



THE LOCH NESS MONSTER showed up in Scotland in the '30s "when the tourist trade began to fall off." This happy occurrence stimulated business, but the monster bashfully submerged (above) when a photographer came along.

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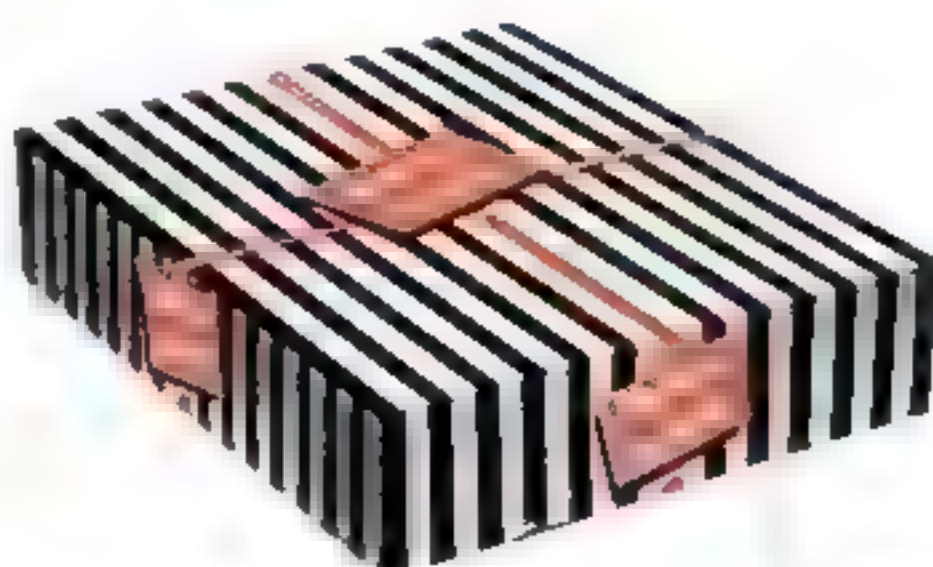
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LIFE'S COVER

What happens when American bobby-soxers are transplanted to Germany is shown on LIFE's cover this week. Pretty Maybelle Davis and Jim Cash, like many of the students at "Heidelberg High" (pp. 92-97), have adopted Tyrolean shorts, but Maybelle still wears saddle shoes. Both are children of U.S. Army officers and they expect to return to America this summer. Maybelle studied German for a while but quit when she had learned enough "to fool the kids back home." Jim hopes to take her riding soon in a car he has assembled from scrap heaps and which he calls, of course, a "hot rod."



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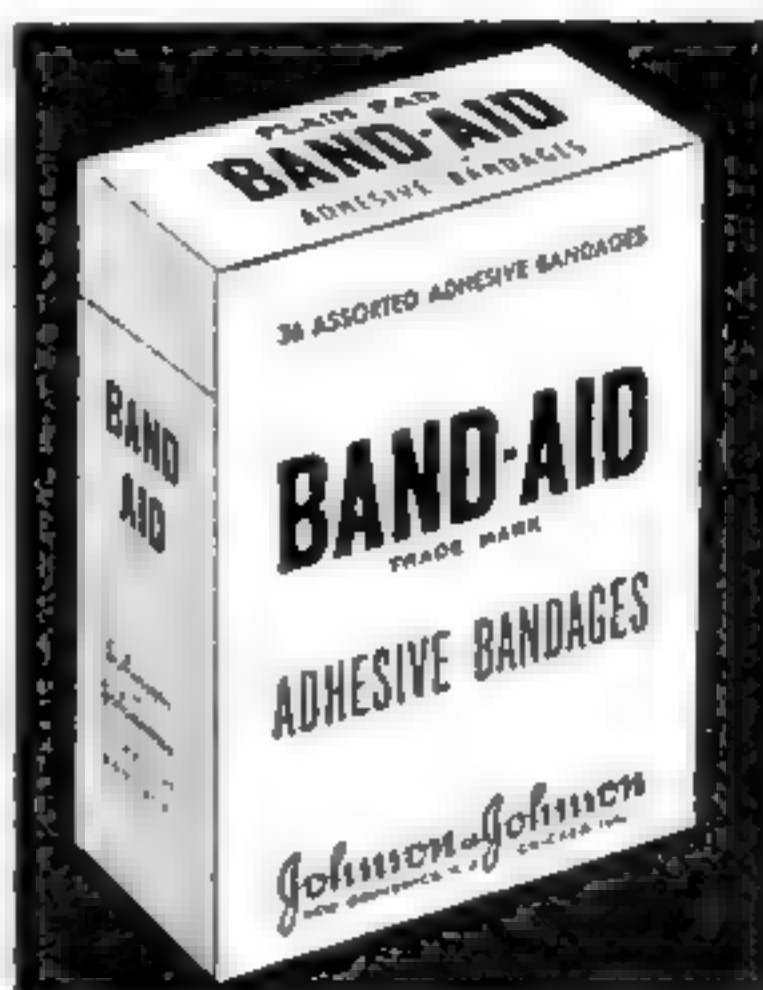


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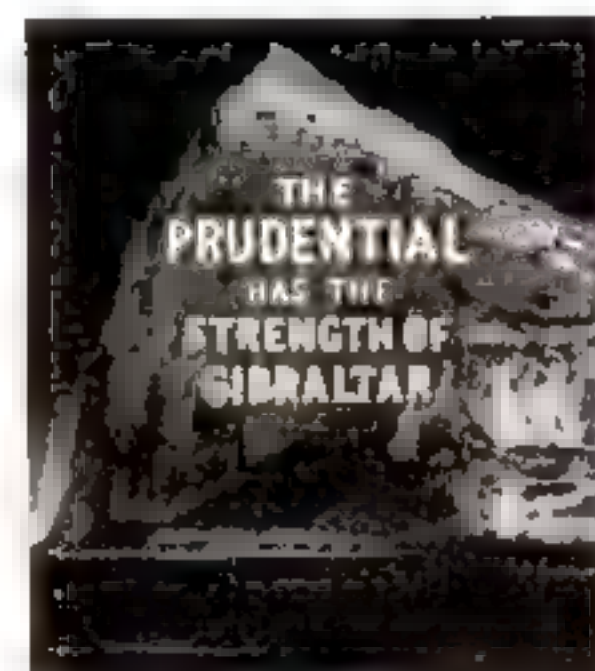
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UNDER THE CHANDELIER OF A DINING ROOM IN PARIS' FOREIGN MINISTRY, REPRESENTATIVES OF 16 WESTERN EUROPEAN NATIONS MEET TO PLAN THEIR FUTURE

EUROPE RESPONDS TO MARSHALL PLAN

"The time has come to remake Europe. . . ." This was Britain's Ernest Bevin's challenge to the representatives of 16 European countries as they met in Paris on July 12. The purpose of the meeting was just as portentous as the statement.

To stop the alarming economic deterioration of their continent, the Europeans were facing up to a hard task. They must pool their resources and work out a plan which will convince the U.S. that more dollars appropriated for Europe will not be thrown down the rathole.

This meeting is the result of the now famous Marshall speech of June 5, when the Secretary of State said that ". . . Before the United States government can proceed much further . . . there must be some agreement among the countries of Europe as to the requirements. . . . The initiative . . . must come from Europe. . . ."

From this conference Russia and her satellites behind the iron curtain were absent, because the Communists would not accept even the limited amount of unity that seemed required to respond to the Marshall plea. Some of the satellites, nota-

bly Czechoslovakia, wanted very much to join, but Moscow said no. The line between the Russian sphere and the West was thus sharply drawn for the first time since the war. With a U.S. people and Congress unutterably wearied with Russian intransigence, this was an advantage. For a Europe historically dependent upon trade between its agricultural southeast and its industrial northwest (*maps pp. 24-25*) it was a more difficult thing.

What the subcommittees of the Paris conference must now do is take their rump Europe and make the most of it, submitting a net balance sheet of their deficit. As they worked on this task a dream also burned in the hearts of some. That dream, dating from Charlemagne (*next page*) is that they might eventually unite into something like a United States of Europe.

By common agreement this was the most important conference since the end of the war. Everywhere there was a feeling that a fateful turn had at long last been reached in the affairs of man and that Europe would pull back from the brink and carry forward the torch of Western civilization.



ABSENT GUESTS were the countries behind the iron curtain. Their place cards were put away for future use.

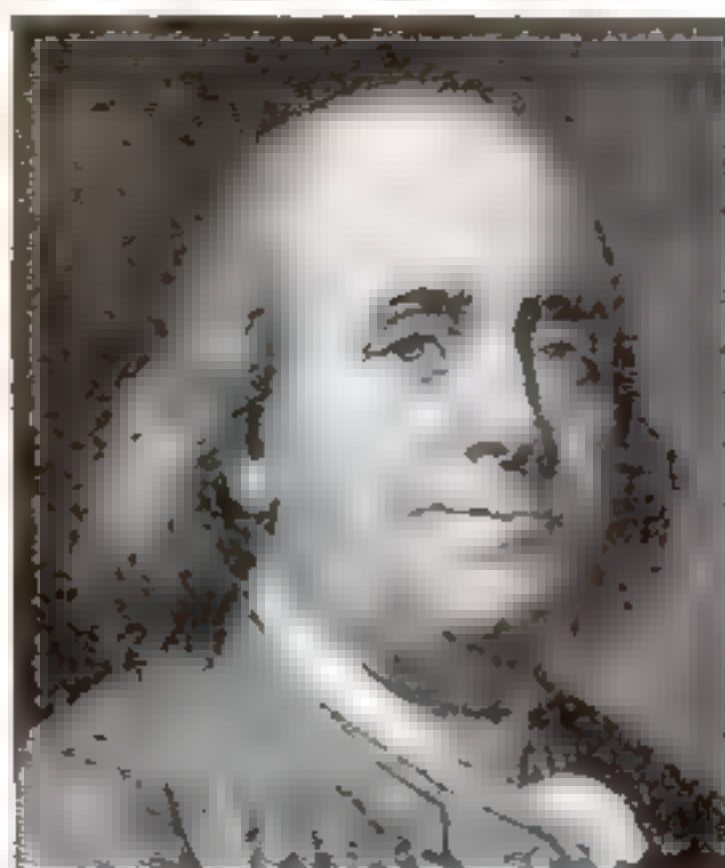
THESE MEN HAVE FURTHERED THE DREAM OF EUROPEAN UNITY



CHARLEMAGNE consolidated Europe against Moslems. After his death Europe fell into hostile compartments.



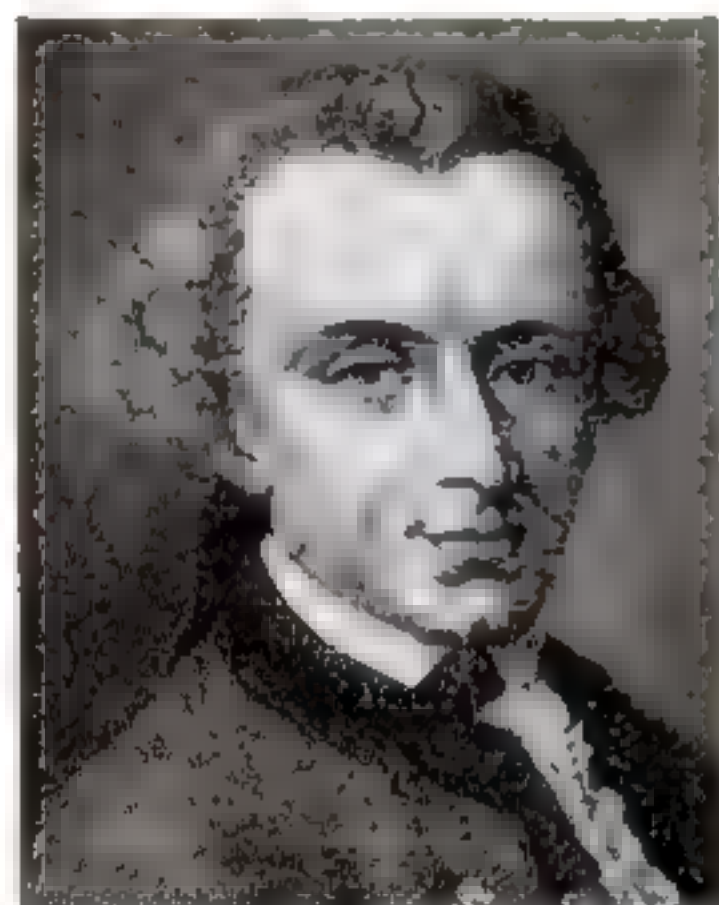
DANTE, in *Monarchia*, a book that is less famous than his *Inferno*, argued for a universal empire to preserve peace.



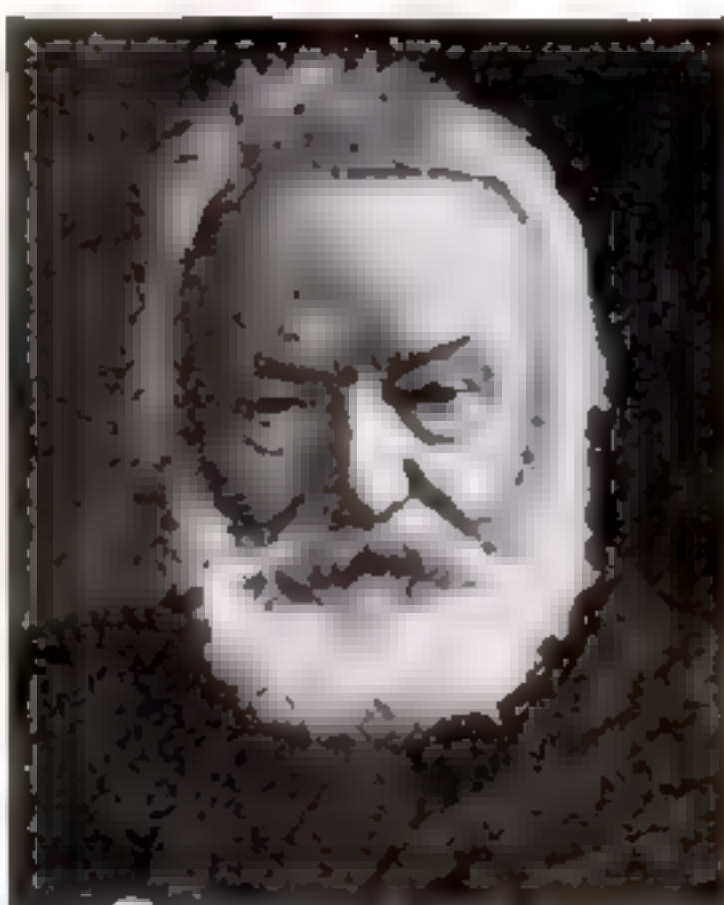
BENJAMIN FRANKLIN, just after the Constitutional Convention, advised that the U.S. idea be tried in Europe.



ABBE DE SAINT-PIERRE urged in 1713 a permanent European alliance renouncing war and arbitrating disputes.



IMMANUEL KANT wrote in 1795, "The public right ought to be founded on a federation . . . a League of Peace."



VICTOR HUGO prophesied, "the day when war will be as unthinkable . . . as between Boston and Philadelphia."



COUDENHOVE-KALERGI, Austrian count, has worked for a federation of Europe since League of Nations days.



ARISTIDE BRIAND proposed a European federation in 1929. Before the idea took hold, war clouds gathered.



WINSTON CHURCHILL in Zürich a year ago gave European unity effective impetus. "... Over wide areas a vast quivering mass of tormented . . . human beings gaze on the ruins of their cities and scan the dark horizon for . . . new peril.

"... That is all that Europeans, grouped in so many ancient states . . . have got by tearing each other to pieces. . . . There is a remedy which . . . would, as if by a miracle, transform the whole scene. . . . We must build a kind of United States of Europe."



MARSHALL PRECIPITATED MOVE FOR EUROPEAN UNITY AT HARVARD, JUNE 5

FIRST STEPS ALONG THE ROAD TO UNITY

Paris conferees cannot hope to realize the dream of a unified Continent, but they are making a start toward fulfillment of an old idea that never died

If the Marshall Plan results in any measure of European unity emerging from the Paris meeting, it will be a demonstration not only of Marshall's statesmanship but also of the frequently overlooked fact that a good idea persistently held to can affect the course of history. The foreign ministers will, naturally, not tackle anything like the united Europe dreamed of by the men shown on the opposite page. But there is hope that a step or two will be taken in that direction.

Since the breakup of Charlemagne's empire Europe has been a nest, and often a rat's nest, of small nations. Ever since then unity has been merely an idea in the thoughts of a few intellectuals. By the usual freak of evil aping good, unity also became the goal of Despots Louis XIV, Napoleon and Hitler, who wanted to exploit it. Thus Europe's energies went into resisting an imposed authoritarian unity.

But the idea of constructive unity never died. In 1930 Briand and Herriot, sparked by the Austrian Coudenhove-Kalergi, actually got 26 European governments to endorse the idea, at least in principle. Depression and Hitlerism prevented anything practical from developing. However when the Allies began formulating war aims a whole chorus rose in behalf of unity. Said Lord Lothian, then Britain's ambassador to the U.S., "... [For] Europe's persistent troubles ... federalism is the basic remedy. ..." Europeans of such divergent politics as Harold Laski, Harold Nicolson, Sir Norman Angell, Jacques Maritain, Emil Ludwig, Paul Reynaud, Jan Masaryk, Jan Smuts and scores of others gave ready endorsement. So did Americans like Thomas Lamont, John Foster Dulles and William Bullitt, following in the tradition of Benjamin Franklin. Many a postwar planning group (Editorial, p. 28) was driven by logic to support the goal.

The anti-Nazi undergrounds were inspired with the same hope. Reported Anne O'Hare McCormick, "... [They] envisioned a continent not without nations ... but without customs or passports—a large world just like yours," said a French boy guarding a broken bridge at Lyon just after the American troops came in, "where you can move freely across state lines and feel at home anywhere."

Federation has two dominant appeals for Europeans: 1) it is the best way to keep Germany or any other aggressor from dominating the Continent. In a federation Hitler could not have used the artichoke method to peel off his neighbors one by one. 2) Only in unity can Europe find the strength to equal the new superstates, the U.S. and the U.S.S.R.

During the hopeless bickering of the last two years Europe has seemed farther away from unity than ever. But at Zürich last year Winston Churchill suddenly revived the idea. Now George Marshall's maneuver has caused Molotov to declare himself out, leaving Western Europeans the best chance they ever had to move toward federation.



THE IDEA WAS SEIZED UPON by Bidault (left) and Bevin, foreign ministers of France and Britain respectively, when they met in Paris June 18 to map a plan and balance sheet of European needs. The big question always was, "How about Russia?" So they quickly sent for Molotov.



THEN MOLOTOV ARRIVED. He sipped "pink tea" (above) with Bevin, France's Premier Ramadier, President Auriol and Bidault at the Elysée Palace, June 29. But he was dead-set against unity. He warned it "would lead to no good results" was "American imperialism" in new garb.



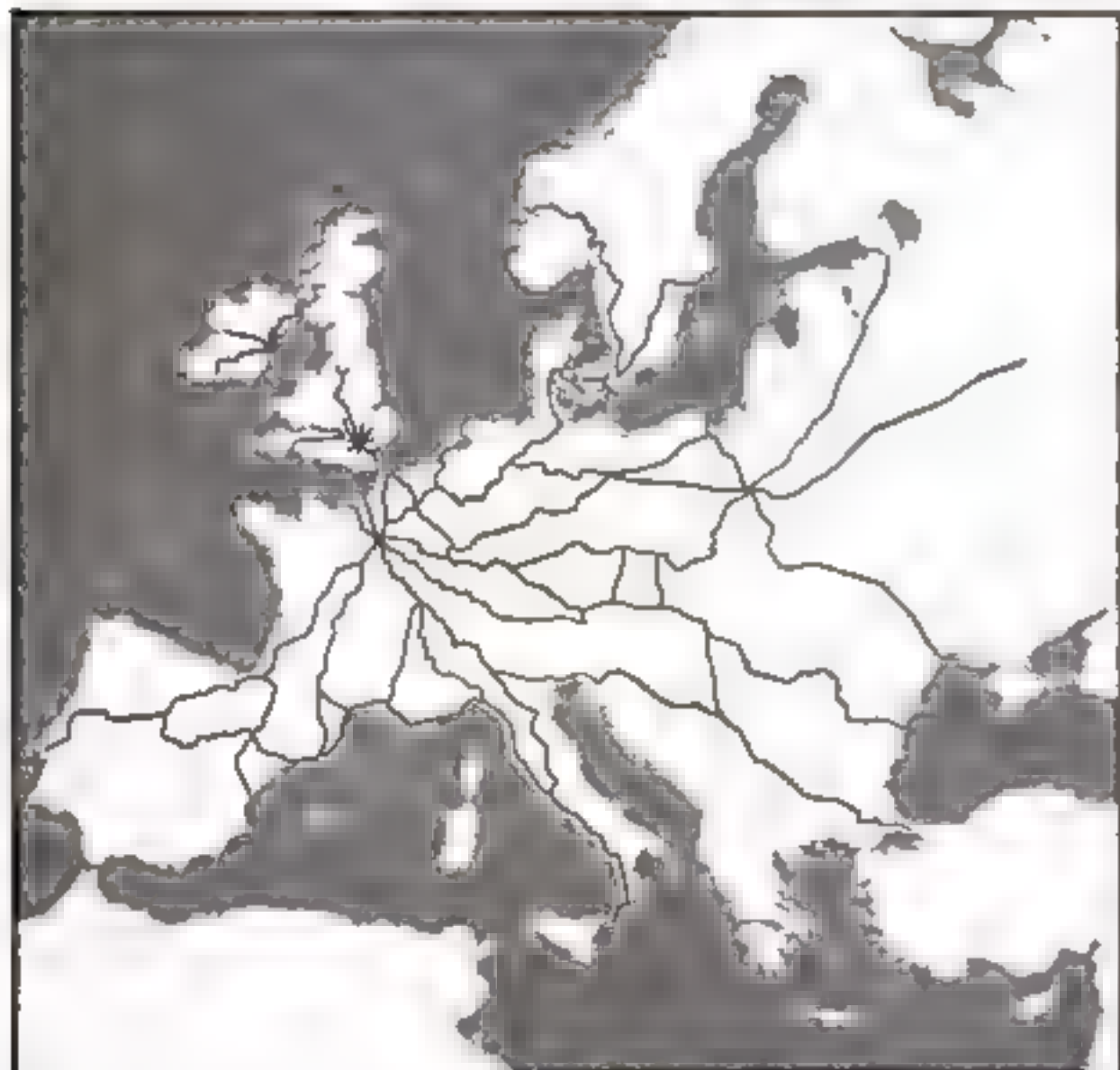
MOLOTOV LEFT on July 2 with only a facade of diplomatic amity remaining. Bidault and Bevin summoned the countries of Europe to meet and map out the plan for pulling their selves together and making the best of their pooled resources. All but Russia's satellites accepted (p. 25).



TRADE BARRIERS between even 'such good neighbors as France and Belgium divide Europe into compartments.

Here, at Bois-Bourdon, an armed Belgian guard watches while a procession of new Renault cars waits on

the French side (*background*) for tax to be figured before Belgian drivers can take them on to point near Brussels.



RAILROADS stretch across the Continent in blithe disregard of geographic boundaries and in the logical pursuit of more and more business.



INLAND WATERWAYS graphically portray the natural linkage of Europe as an economic whole. They have been developing for years.



EUROPE'S INDUSTRY is concentrated in the north-

THE REAL BASIS FOR TEAMWORK

While she has many dividing forces Europe has more compelling reasons for becoming a strong economic unit

Despite almost continual bickerings and wars, despite many different languages, customs and even strange costumes, and despite the fierce nationalism shown by the border walls drawn on the map at right and the French-Belgian border picture at left, the things that divide Europe are neither of basic economy nor of the heart.

The maps below point out the highly integrated transport and power networks of Europe. They also illustrate one dominant economic fact: southeast Europe normally has food surpluses while northwest Europe has industrial surpluses. It is only logical economics, and probably inevitable, that these great interdependent regions trade back and forth. But even more compelling a degree of unity is the historical fact that Europe is the mother of that pervasive phenomenon known as Western civilization. This civilization is, in turn, a centuries-old blend of Grecian philosophies, Roman talents for order and law and, most important of all, the Judaic-Christian concepts about the place and potency of God in the lives of men.

The eastern boundary of Europe, then, does not begin, as the Russians insist, with the shaded portion of the map. The boundary is actually that intangible, nonphysical point where Western civilization ends. Such is the awful measure of the Communists' responsibility in trying to move that point to the center of Europe. This Russian decision is ironical in view of an observation made about 100 years ago by Karl Marx himself. Said he, "The conflict between Russian despotism and Western democracy seems to be everlasting in the Balkans. Those who are working for the survival of democracy must introduce European arts, sciences, justice, liberty, and the spirit of independence into the Balkans."



DIVIDED EUROPE, about the size of U.S., has many different boundaries and languages. Shaded portion indi-

cates Russian-dominated area, staying away from Paris and trying to orient with U.S.S.R. Spain was not invited.



west. In this area are skilled hands, the coal and the iron.



EUROPE'S FOOD surpluses are normally in the southeast. This extra food is traded for the varied manufactured goods of the northwest.



ELECTRIC GRID uses waterpower from Pyrenees, Alps and Tyrol and distributes energy in pattern of unity almost throughout Continent.

Marshall Plan CONTINUED



WITH NO MACHINES WOMEN CARRY CEMENT TO REPAIR A BRIDGE NEAR CASSINO



CLEARING THE RUBBLE AROUND AMIENS CATHEDRAL IS LABORIOUS HANDWORK



CORN IS SO COSTLY THAT CHICKENS GET THE WHEAT

THE IMMEDIATE PROBLEMS

If the people of Europe cannot get the U.S. to help them help themselves they must go hungry and work at rebuilding with woefully inadequate tools

Europe's most immediate problems are concerned with reconstruction from the war. Bridges, highways, railroad stations and factories must be constructed again. But today, two years after the war, progress is painfully slow. Bridges are being built by women. Mule upon mule of crushed brick is being shoveled laboriously away. Crops are bad, mostly for want of farm machinery and fertilizer. Hunger is virtually everywhere on the Continent. The European economy has become distorted. In France the price of corn is twice that of wheat, so farmers are feeding

their wheat to the chickens while ravenous French children scoop up spilled wheat kernels from the ground. This is where the Paris conference comes in. As the conferees follow the Marshall proposal and outline their needs for postwar reconstruction, among their first requests will be more machinery to scrape away the rubble, to build the new cities, to plant and harvest the crops. And if the facilities in Europe now, few as they are, can be pooled logically, the burden upon the U.S. should grow progressively less as European recovery gets under way.



PRECIOUS GRAIN leaking from bag is scrabbled for by archins in southern France. Because French crop is bad, the U.S. may be asked to make up a 95-million-bushel deficit.



RESULT of distorted economy is series of hunger protests. The people of Düsseldorf carry signs which read, "We are hungry" and "We don't want calories, we want bread."



A GERMAN WORKER WHO HAS LOST 42 POUNDS
BECAUSE OF THE SUBSTANDARD FOOD SUPPLY
TRIES TO PULL AT HIS JOB OF MAKING TIRES

IDEAS FOR EUROPE

... ARE PLENTIFUL. IF EUROPE NOW PUTS SOME INTO PRACTICE, THE U.S. WILL DO ITS PART

Up in New Hampshire, Senator Bridges bought a railroad ticket to Washington and with it got a lecture. "I don't know what the hell you think about this Marshall Plan," said the agent, "but I don't understand it. I don't think you understand it."

The senator said he didn't claim to know all about it.

"Well, I think we've done about enough for the rest of the world and Europe," said the agent. "What are we going to do, keep feeding them indefinitely? We better spend some of the money here at home."

This kind of skepticism has recently replaced much of the early enthusiasm for the Marshall Plan, both in and out of Congress. Secretary Marshall's own visits to the Hill meet an increasingly prickly welcome. The Europeans, always on the lookout for a revival of American "isolationism," are recrossing their fingers. British optimism was somewhat dashed by Secretary of Commerce Harriman last week when he told a London press conference that European self-help would be more important to the plan's success than U.S. aid.

Now the Marshall Plan is potentially a turning point in world history, and it is therefore important to keep track of its status. But it is idle to speculate at this stage on whether Congress and the American people will support it or not, for at this stage there is no such thing as the Marshall "plan," i.e., no cold proposition. The purpose for which Europe's leaders are now meeting at Paris (p. 21) is to get up a proposition. After that it will be time for American reaction and debate. At present the State Department has to lean over backward not to propose anything in particular, for the essence of the scheme is that it be an example of European initiative. Hence the thoughtless reaction of the senator's ticket agent and the opposite fear that such reactions have foredoomed the Marshall Plan are equally out of place.

What the U.S. Will Pay For

It is not out of place, however, for Americans singly, in groups and in Congress to think and speak—within Europe's earshot—about what form they would like to see the Marshall Plan take. In Congress sentiment seems to be running along the following lines. An implemented Marshall Plan should wind up all purely relief outlays by a foreseeable date; none of the new money voted should go to Russia or to waste; all of it should go for machinery and equipment to revive European production and put the continent to work, and there should be some U.S. entree or supervision of the process, some *quid pro quo*. Although the State Department needs some leeway (it even hopes officially for Russia's return to the fold) these congressional conditions are surely no more than common sense.

The overriding objective of the Marshall Plan, however, is and should be the revival of Europe, starting in the West. It may be difficult for some Europeans to realize how unmixed, how altruistic even, is this American aim. To most of us, European revival through unity is not merely a means of "containing Russia"; it is an overwhelmingly sensible idea for its own sake. We may haggle over details,

special privileges and guarantees. But the *quid pro quo* we really want is simply this: that Europe will be rebuilt into a going concern.

What many Americans like about the Marshall Plan is that it points toward the triumph of a rational idea. History is often far from rational, but the Marshall Plan is a reminder that problems do have rational solutions, that some ideas are better than others, and that it is even possible to think them up well in advance of a crisis.

Indeed one by-product of the Marshall Plan has been to blow the dust off many earlier fine plans and speeches on both sides of the Atlantic. At the most long-range level it recalls all those who have worked and argued for a United States of Europe (pp. 22-23). At the most practical level there are the many in and out of government who foresaw that piecemeal and emergency relief projects, such as we have been handing out for the last two years, would never satisfy anybody. In Congress in 1945 an unsuccessful amendment to the UNRRA act asked for a "clear, coherent picture of the size, cost and nature of the whole job." Prophesied one of its supporters, "Our failure to view the . . . rehabilitation problem as a geographical and economic whole, and to present it as a whole to the American people will have most unhappy results. . . . For in our ignorance of the whole picture, we are then bound to be too generous here, too stingy there. . . . And in the end we will be called Uncle Shylock abroad and Uncle Sap at home. . . ." (Rep. Clare Boothe Luce, Oct. 4, 1945.) Now that most of the "unhappy results" have happened we are belatedly seeking via the Marshall Plan the "coherent picture."

Some Practical Schemes

In 1944 some of Franklin Roosevelt's advisers suggested many steps by which Europe could best be rehabilitated on a unified basis during the postwar transition. But Roosevelt and his State Department never accepted European unity as a policy goal, as Truman and Marshall seem now to have accepted it. Many a postwar planning group advised such a policy, some in much practical detail.

For example a study of our European policy published by FORTUNE in 1943 showed how a European Council of the United Nations could foster many steps toward unity. Its proposals included a European bill of rights, a "common (though not a uniform) economic life" and a plan to keep German industry going in the service of all Europe. Said FORTUNE, ". . . The Council should set up a number of semi-autonomous committees and technical agencies for the purpose of knitting Europe into an economic whole. National controls over intra-European tariff and trade policies should be surrendered in an important degree to a European Tariff Commission, which should make and keep Europe a free-trade area. . . . A European Transport Corporation should . . . unify the Continent's key railways. . . . A European Development Authority should influence new investment trends throughout Europe in such a way that the more backward areas are helped forward. . . ."

The logic of events brought some of these ideas partially to life in such bodies as the new

Economic Commission for Europe, now meeting in Geneva. But many more of the proposals that were logical then, and never adopted, are logical now. Why should the present meeting of Foreign Ministers not form or constitute a real European Council? The London *Economist*, right after Marshall's June 5 speech, proposed a full customs union of Western Europe and a system of political and economic organs that would, within 10 years, become "something like a United States." Note well that these are practical proposals and not dreamy blueprints. The even more "practical" politicians seem to catch up with them eventually. Why not now?

As they confront the all-important German problem, the European leaders have already begun to echo some old plans. Said Bidault in his opening address, "The resources of Germany ought to be utilized for Europe, Germany included." One is reminded that John Foster Dulles proposed last winter that the production of the Ruhr be put under international control, without changing its western boundaries. This would permit revival of German production without alarming France, and would also be a step toward one of the goals named in the FORTUNE study, namely to "Europeanize the German nation."

Ideas and Interests

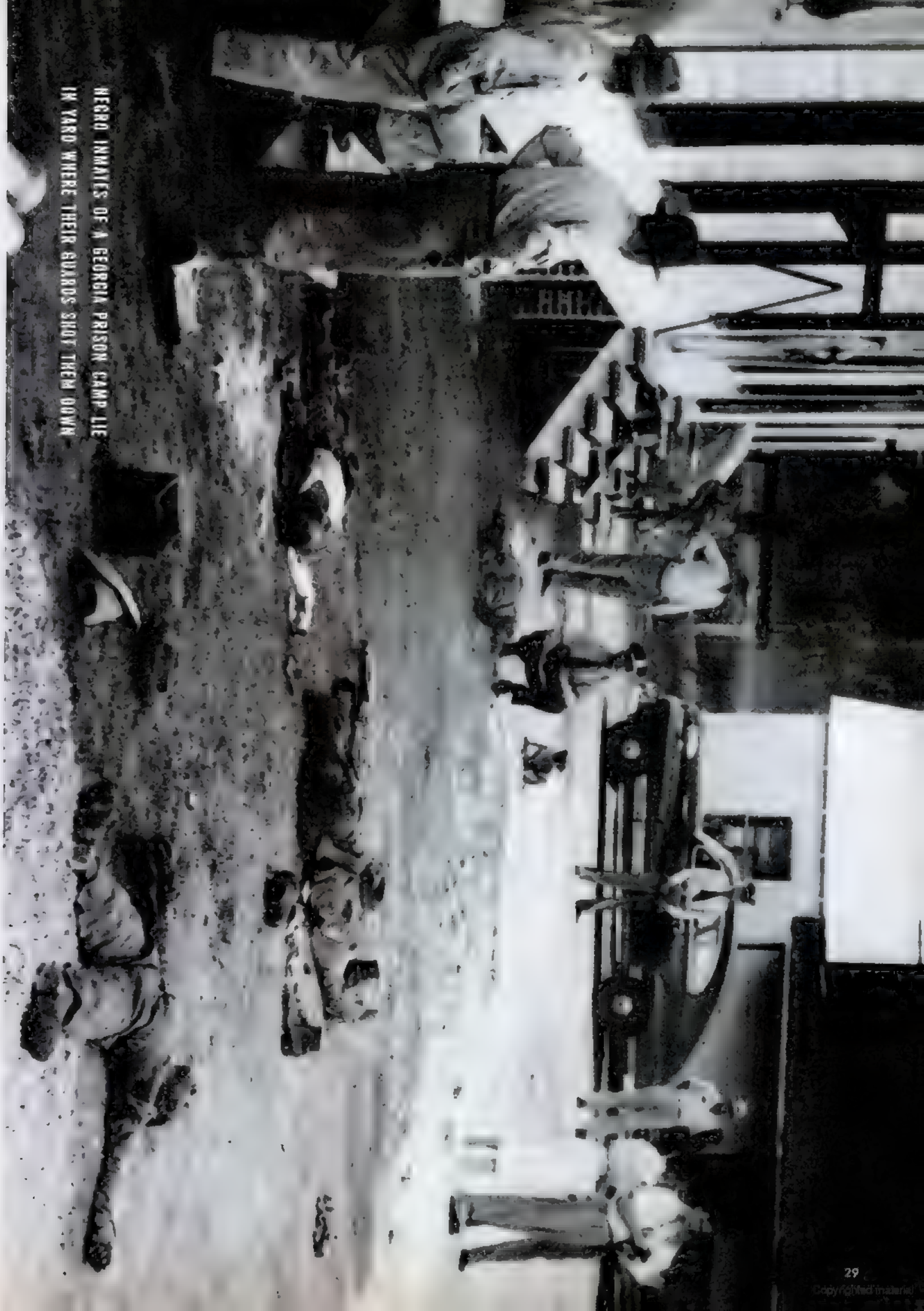
"Soon or late," wrote Lord Keynes, "it is ideas, not vested interests, which are dangerous for good or evil." Good ideas can quite often be told from bad. In the case of Europe, it is at least clear that good ideas run in favor of its unity, not contrary to it; only vested interests and inertias run contrary.

These vested interests are found both in Europe and in the U.S. But ideas compel us too. Americans cannot and should not try to dictate the terms of Europe's future, for it should be a genuinely European future, as free as possible of any outside control. But this much advice is surely in point: the better and bolder the ideas Europe comes up with for saving itself now, the more generous is likely to be the American response. As FORTUNE said in 1943, ". . . Americans will be the readier to play their part if they are assured that some structural reforms within Europe, some creative acts that will start Europe toward a brighter future, will result from American intervention." If the leaders now meeting in Paris bear this in mind, the Marshall Plan will succeed.

PICTURE OF THE WEEK: ➔

On the sun-baked afternoon of July 11 the inmates of a prison camp near Thalman, Ga. heard that the state inspector was coming. Twenty-seven refused to work until they could air their grievances. Warden W. G. Worthy tried to get them out. There were angry words, followed by a burst of gunfire. The next minute five prisoners were dead, eight injured. The following day two more had died and an inquest was held. Prisoners testified that they were fired upon with no more excuse than the warden's command, "Let 'em have it!" Warden Worthy said they were trying to escape. If so, most of them chose a strange route—under the barracks. As this picture shows, four of them did not make it.

NEGRO INMATES OF A GEORGIA PRISON CAMP LIE
IN YARD WHERE THEIR GUARDS SHOT THEM DOWN





BARBER'S HOLIDAY

He departs and leaves ape behind

When Barber Richard Anderson of Inglewood, Calif. decided to take his long saved earnings and go on a trip to the east, he faced the inevitable problem of all owners of one man businesses; who would run things while he was away?

But Barber Richard Anderson was an enterprising businessman. Digging into a trunk in his attic,

he found an old monkey suit which he had worn in his lighter-hearted years as a vaudeville performer. He dusted it off, balanced it on a barber chair and decorated his empty shop with suitable signs.

Mr. Anderson may have overlooked one thing. When he comes home he may not be able to tell his long-haired clients from his long haired substitute.



CYCLIST'S HOLIDAY

He and friends terrorize a town

On the Fourth of July weekend 1,000 members of a motorcycle club roared into Hollister, Calif. for a three-day convention. They quickly tired of ordinary motorcycle thrills and turned to more exciting stunts. Racing their vehicles down the main street and through traffic lights, they rammed into restaurants and bars, breaking furniture and mur-

rors. Some rested awhile by the curb (*above*). Others hardly paused. Police arrested many for drunkenness and indecent exposure but could not restore order. Finally, after two days, the cyclists left with a brazen explanation. "We like to show off. It's just a lot of fun." But Hollister's police chief took a different view. Waived he, "It's just one hell of a mess."



TEARFUL RUNNER-UP, Ralph Bruntz of Ranger, W. Va., wipes his eyes after his defeat in final match of the

National Marbles Tournament. A year ago he finished in third place. Bruntz, who is a farm boy, said, "Next best to

shooting marbles I guess I like to hoe corn." Tournament is a promotion of the Scripps-Howard newspaper exam.



CHAMPION'S MOTHER, Mrs. Benjamin Sklar Sr. (right), claps hands as son Benjamin makes his winning shot. Spectators covered heads to fend off sun.

WINNERS AND LOSERS

Marbles tournament is one hot-weather show in which the cast never does any ham acting

In summer the U.S. breaks out in a rash of conventions and gags, beauty contests and pageants, Odd Fellows' clambakes and old ladies' garden shows. Most participants do little more than walk or stagger through such exhibitions, because they realize that these hijinks are merely manifestations of summer lightheadedness.

This is, however, not the case with one old summer stand-by, the annual National Marbles Tournament at Wildwood-by-the-Sea, N.J., which is a curious carnival of juvenile heartbreak. The 40 regional marbles champions from all over the U.S. knuckle down with their favorite shooters to knock marbles out of 10-foot rings. When they are defeated they weep openly (opposite).

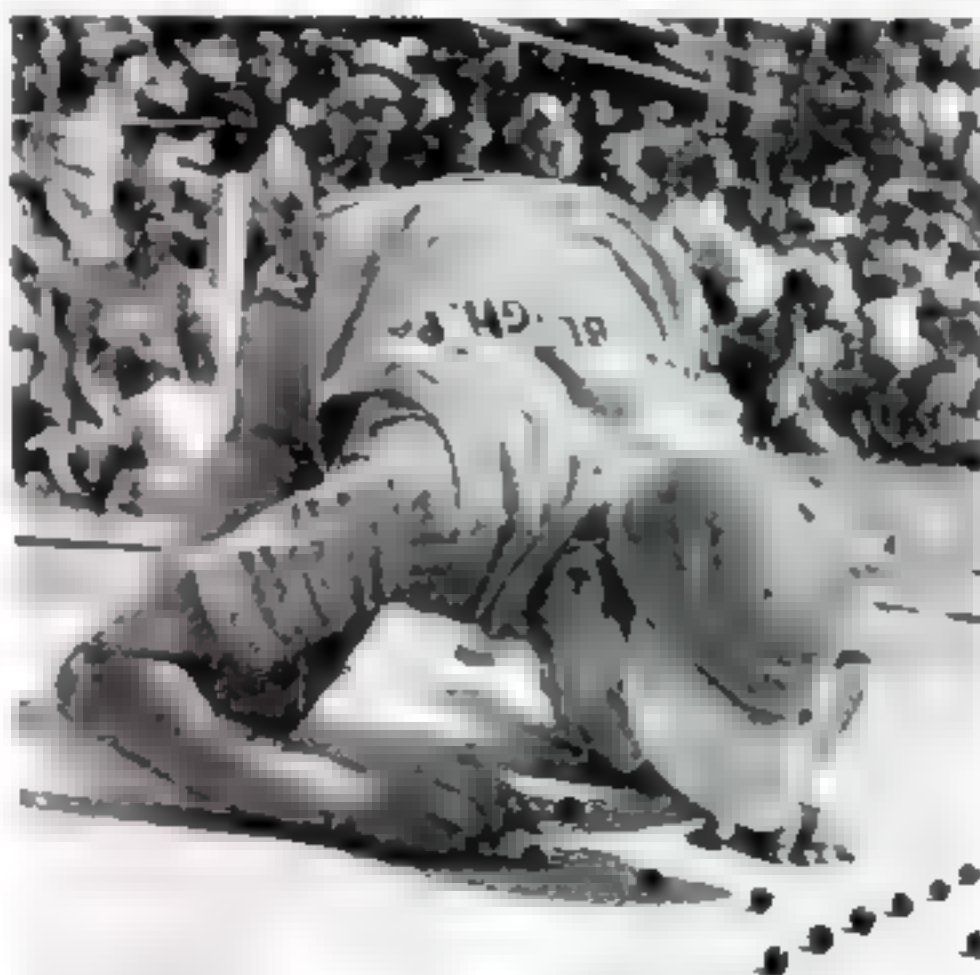
The best marksman on the beach proved to be Pittsburgh's Benjamin Sklar, a poker-faced 12-year-old who never smiled. He survived five sun-baked days of match play to become national mibs champion. With the title went a gold and red-velvet crown, a watch and a bicycle. Then, finally, his serious young face was wrinkled by a shy grin (right).



MIBS CHAMPION SKLAR IS CROWNED BY MAYOR GEORGE KROGMAN OF WILDWOOD, N.J.



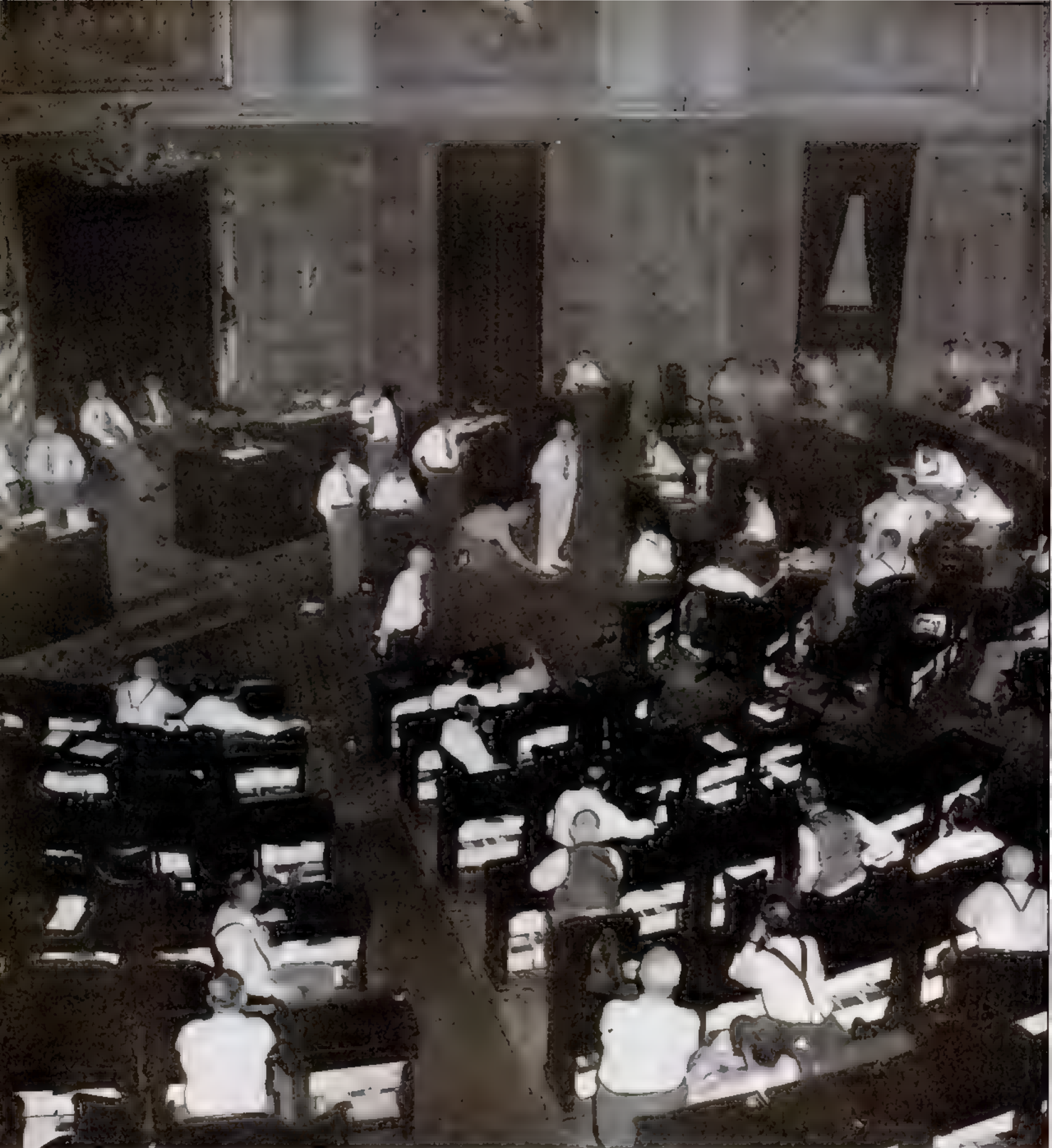
WITH BOOTS OFF Walter Gowan of Havre, Mont. takes aim. He played without boots as they scuffed ring.



GRAIN OF SAND is brushed away before Sklar makes his shot. Such meticulous care won him the championship.



GIRL ENTRY, Ophelia Graham of Cleveland, was one of three feminine contestants. None reached final round.



SHIRTSLEEVED MEMBERS OF THE MASSACHUSETTS LEGISLATURE WATCH REPRESENTATIVE SKERRY AS HE LIGHTS A HOTFOOT UNDER REPRESENTATIVE LINDSTROM

BOSTON HOTFOOT

A playful member of legislature provides welcome break in routine

State legislatures, concerned as they are with mundane local issues, often become bored. For relief they sometimes pass such zany laws as one requiring hens to lay square eggs. Occasionally they break out guitars, hold mock funerals or put on rollerskating acts. The Vermont legislature was recently treated to a full-scale circus, complete with "Little Eva" and real clowns (LIFE, April 21).

Last week the Massachusetts legislature, which

dates back to 1780 and convenes atop Boston's staid old Beacon Hill, made its contribution to this year's legislature jape. One hour before adjournment Democrat Michael Skerry padded up behind Republican Francis W. Lindstrom, who had the floor. While other members watched in disguised anticipation, Skerry livened up a dull session by giving Lindstrom a hotfoot. Lindstrom's dignity, though, was hardly upset. He was singing a song.

Dorothy Lamour is
My Favorite Brunette
CHESTERFIELD *my favorite cigarette*
Bob Hope

Bob Hope
my favorite
MY FAVORITE BRUNETTE
Dorothy Lamour



A B

C

Always Buy

CHESTERFIELD

A ALWAYS NEEDER
B BETTER TASTING
C COOLER SMOOKING

*The real of
a fine cigarette*



"You really uncorked a winner that time, Jim!"

TO SERVE A WINNER, simply bring out your Paul Jones! For Paul Jones is made in the slow, old-fashioned way—to give you flavor that's especially rich and hearty. And, as you know, in any drink... flavor comes first!

*Fine Blended Whiskey. 86 Proof. 72½% grain neutral spirits.
Frankfort Distillers Corporation, New York City.*



Paul Jones
FIRST OF ALL... FOR FLAVOR!

PEOPLE

ABD-EL-KRIM WRITES A LETTER

This bemused old man in nightshirt and spectacles, scratching out a letter under the curious gaze of a favorite son (left), was once the warrior sultan of the fierce Riff tribes and the worthy adversary of France's Marshal Pétain. In 1921 Abd-el-Krim led his tribesmen down from the wild Moroccan mountains against the Spanish defenders of Anual. He whipped and captured General Silvestre's 20,000-man army, was finally beaten five

years later by some 200,000 Spanish and French troops under Marshal Pétain.

Since 1926 Abd-el-Krim has lived in exile on Réunion Island off Madagascar with two of his wives and many of his relatives. This spring he was being taken from his exile to the French Riviera when he jumped ship, went to Egypt and entered King Fuad Hospital. There last week the tooth-gnashing fighter had become a nail-biting old writer.



CAN YOUR SCALP PASS THE
"FINGER-NAIL
(F-N) TEST?"



TRY IT! Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair... relieves dryness... removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

YOUR HAIR CAN LOOK
LIKE THIS WITH NEW
**WILDROOT
CREAM-OIL**



A LITTLE WILDROOT CREAM-OIL does a lot for your hair. Keeps your hair well groomed all day long. Leaves no trace of that greasy, plastered down look. Makes your hair look and feel good.

**NON-ALCOHOLIC
CONTAINS
LANOLIN!**

AGAIN AND AGAIN the choice of men who put good grooming first—that's Wildroot Cream-Oil. No wonder 4 out of 5 new users from coast to coast said they preferred it to any other hair tonic they had used before. Ask for it at your barber or drug counter.

IMPORTANT: Smart women use Wildroot Cream-Oil for quick grooming and for relieving dryness. Wildroot Cream-Oil is excellent for training children's hair.



TUNE IN . . . 2 Network Shows!
"The Adventures of Sam Spade" Sun. evenings, CBS Network; "King Cole Trio Time" Sat. afternoons, NBC Network.



TELEVISION FAN Pope Pius XII participates in a demonstration staged for His Holiness at the Vatican July 9. He later saw and heard the Vatican choir televised over his private receiver.



FRENCH BABIES' FRIEND Anne Morgan (right) is honored at festival celebrating her 30 years of relief work in France. She started helping French in Blérancourt during World War I.



PRESIDENTIAL SUCCESSOR Joseph Martin posed after law was passed making Speaker of House next in line after the Vice President. On his wall are cartoons and a big LIFE photograph.



STOP SCRATCHING! If your skin itches at all, use ZEMACOL. Gives quick relief. Antiseptic, germicidal, fungicidal. Invisible, greaseless—it doesn't stain skin, or soil clothing. Try it tonight! 50¢ and \$1.00 at druggists.

T.M. Reg.
U.S. Pat. Off.

A Norwich Product

Norwich

Men need it, too!

QUEST
All-purpose
DEODORANT

A most effective powder,
for body odors,
for foot comfort.



SMASH HIT!

Sensational new Sparton AM-FM* radios!



Compare! Compare!
Even the Sparton price
is sweet listening.

AM-FM radio-phonographs, your choice of cabinet, only

\$229⁹⁵

(zone one)

THE PERIOD MODEL—No. 1007—In beautiful, hand-rubbed mahogany veneer

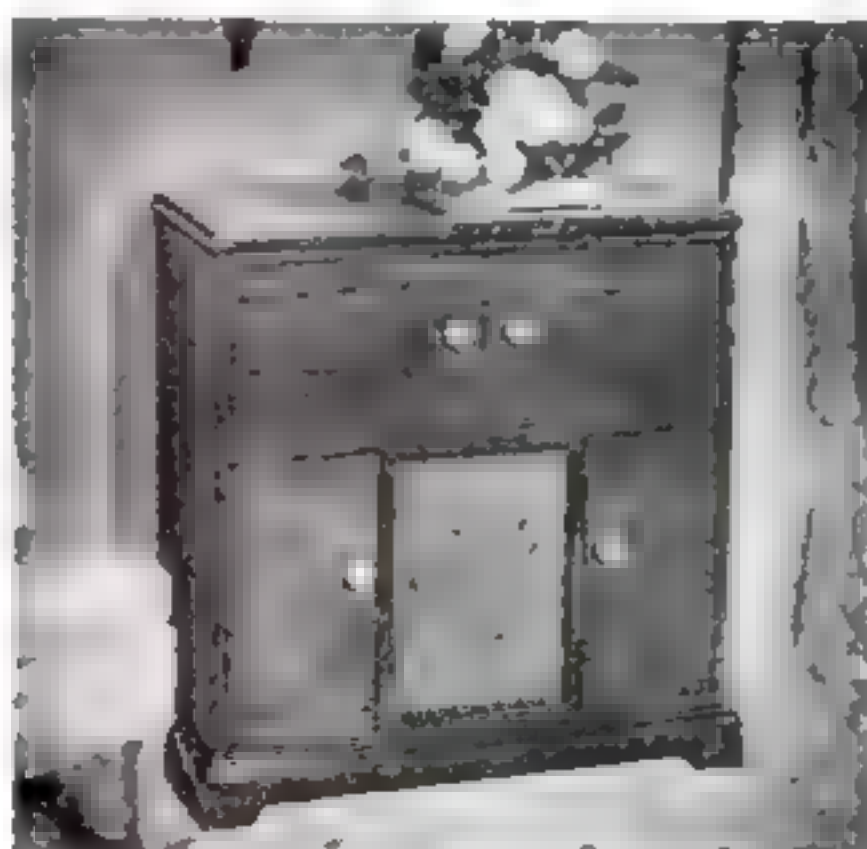
Just try to equal the features in these brilliant new AM-FM radio-phonograph combinations anywhere at the price. You get standard broadcast. *You get FM, the marvel of modern radio, with its thrilling static-free reception. You get a powerful speaker, deep rich tone, stunning Futura dial with precision tuning, continuous (not switch) tone control, double-purpose tubes, plus Sparton's exclusive Giantenna, the newest AM-FM aerial on the market. You get a smooth, fast, safe two-post record changer for peak record-playing pleasure. Yes, compare!

EXCLUSIVE!

Standard equipment on these consoles—Sparton life-time Eterna-Gem Ruby needle, guaranteed forever. Typical of built-in Sparton values!



THE MODERN MODEL—No. 1005—In gorgeous Golden Wheat finish. Same features as the Period model, above. Compare all these Sparton masterpieces for styling too. They're magnificently designed to harmonize with your finest furniture. All have beautiful hand-rubbed finishes. Rich grain patterns. Trim, sleek lines modern as tomorrow. Enclosed dust-proof backs. Two big built-in record storage spaces.



THE CONTEMPORARY MODEL—No. 1006—Beautiful mahogany veneer. Same features as Period model. Compare the brilliant Sparton tone . . . radio's richest voice since 1926 . . . in the radio, in the phonograph. It's thrillingly clear, true. Look up your exclusive Sparton dealer today. He's listed under "Sparton" in the "Radio" section of your Yellow telephone directory.

Accept this challenge. Look. Listen. Compare. Just see if you can match these Sparton beauties for performance, appearance, price!

Yes, LOOK at any radio!

Yes, LISTEN to any radio!

COMPARE with any radio! You can't match these Sparton beauties for looks, performance, value anywhere in the price range. They're Sparton Challengers, packed with post-war features for perfect radio pleasure, yet tagged with a thrilling, common-sense price. How does Sparton do it? Easy . . .

Sparton sells direct to one exclusive dealer in each community . . . saves on price-boosting distribution costs. The savings go into your set, into your pocket.

Be convinced. Accept this Sparton challenge now. See your Sparton dealer. Compare all the radio makes in his store. Then, shop around, too. Just see if you can beat Sparton's value.

Sparton

RADIO'S RICHEST VOICE SINCE 1926

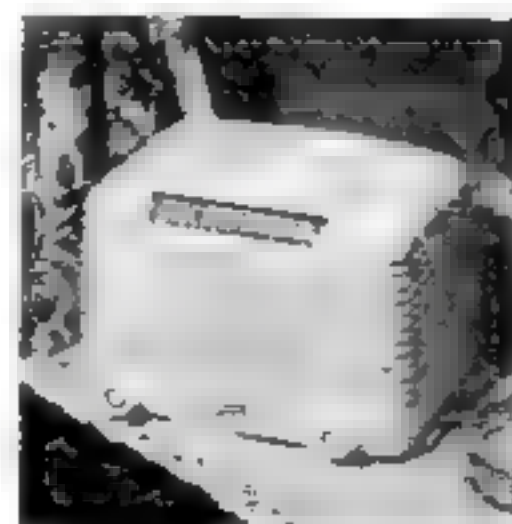
The Sparks-Withington Company
Jackson, Michigan
Sparton of Canada, Limited, London, Ontario



TABLE RADIO-PHONOGRAPH
(MODEL No. 201)

See if you can match it for features, styling, tone! New Sparton ready-tone rectifier gives big set performance. Large sound chamber reduces distortion. Vacuum-lift lid can't drop, slam. Post-war record changer, built like a watch, virtually pampers records. Mahogany veneer. Light-weight.

Only **\$79⁹⁵** Compare!
(zone one)



UTILITY MODELS

CHECK THESE Sparton utility models against any utility sets in their price range. Gleaming, plastic cases house finest radio engineering. Look! A sleek, wide dial and trim, smart lines. Listen! A deep, high-powered, full-bodied tone. No squeaks or squeals. AC-DC.

Ebony Model
No. 101
\$19⁹⁵
(zone one)

Polished Ivory
Model No. 100
(shown)
\$20⁹⁵
(zone one)

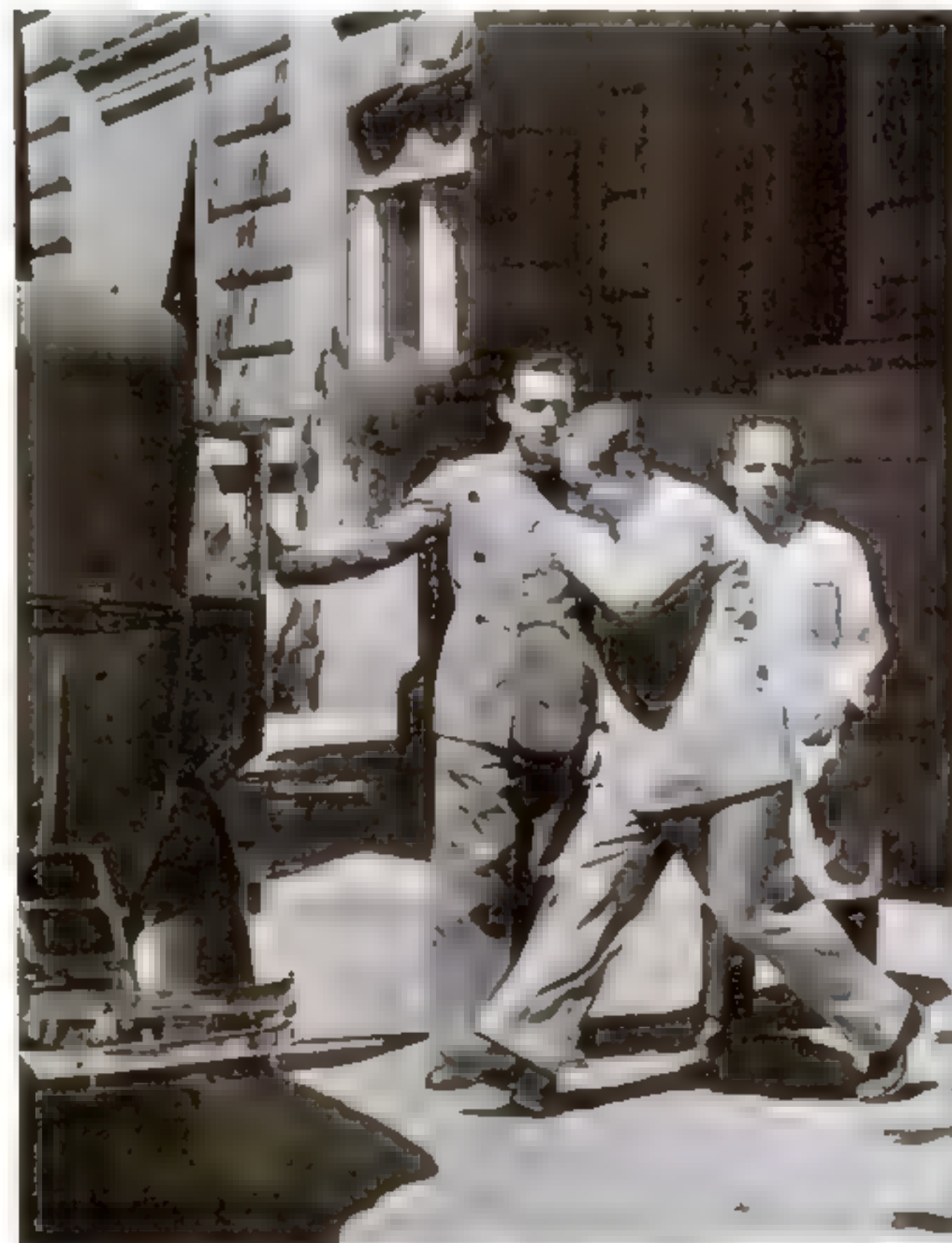
**EVERY NEW CAR
SHOULD BE
SIMONIZED...
THE SOONER
THE BETTER**



PEOPLE CONTINUED



AN EXILE IN U.S., Hungary's ousted Premier Ferenc Nagy idles on a Washington park bench like any man out of a job. Nagy flew here after Hungarian Reds seized power in a sudden coup. Most of legation staff, loyal to ex-premier, has resigned.



AN EXILE IN ITALY, New York Gangster "Lucky" Luciano tries to dodge camera as he leaves Rome hotel en route to Sicily. Said he when reporters asked him if he had ordered "Bugsy" Siegel's execution in Hollywood, "Sure, I did everything!"

**YOU press the button
—IT does the rest**



With Kodak Verichrome Film in your camera, almost without thinking you press the button and get a snapshot that becomes "family history." It's that easy—because Kodak Research puts "the expert touch" into the film itself.

With Verichrome, you're free to get all the fun and the rewards of good pictures. *Always ask for Verichrome—* you press the button, it does the rest.

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

**Only Eastman makes
Kodak Film**

...the film in the familiar yellow box

Kodak



*A brewer's most Precious Possession
is the Good Taste of the beer he brews.*

Ideals of the Founder
VALENTIN BLATZ, 1826-1894
Master Brewer, son and grandson
of Master Brewers

Blatz



MILWAUKEE'S FIRST BOTTLED BEER



HOBO CLOWN

A painting by LOREN MacIVER

Most circus clowns trace their origin to old European mummers of the Pierrot and Pantaloon schools. But the hobo clown is purely American. His booze-pink nose and battered hat copies the U.S. tramp, who, although chased by dogs and condemned by solid citizens, still remains a free soul and, for this, is as much envied as ridiculed. Greatest hobo clown today is Emmett Kelly of Ringling Brothers. His portrait (*above*) was done by Loren MacIver, who found in the clown a "grand manner combined with complete humility." For story of Kelly's rise to clown stardom, turn the page.



IN 1906 — a train of 6 coaches
and locomotive cost
\$59,092

AFTER WORLD WAR I
9 steel coaches, a diner
and locomotive cost
\$257,000

TODAY — a Pennsylvania R.R.
overnight coach train, 14
cars, diner and steam
locomotive, costs
\$1,655,450

\$59,092 ONCE BOUGHT AN ENTIRE TRAIN ...NOW A SINGLE COACH COSTS \$90,000!

Postwar passenger coaches now in service on the Pennsylvania Railroad's overnight, reserved-seat, coach-fare trains, *The Trail Blazer* and *The Jeffersonian*, cost \$90,000 each.

About 40 years ago, an entire train of six coaches and locomotive which then seemed to challenge further improvement, cost only \$59,092.

A 1922 all-steel train—a locomotive, 9 coaches and a diner—cost \$257,000.

But today's air-conditioned overnight coach train, with its modern, multi-cylinder steam locomotive, 14 cars and diner, costs \$1,655,450. That's 28 times the cost of the coach train of 1906. Furthermore, today's coach, built for spacious, reclining-seat comfort, is designed to accommodate 44 passengers as against 62 in the coach of 1906 and 88 in the coach of 1922.

A locomotive in the 1906 train cost \$13,936. An engine in the 1922 train cost \$43,600. Locomotives to haul these new coaches cost approximately \$282,450 each for the steam-powered model; \$320,000 each for the electric and, for the 6,000 horsepower Diesel, approximately \$625,000.

Many new features have been built into these postwar cars. They are more spacious, have fewer seats and much larger washrooms. The longer wheel base and improved trucks and springs assure smooth, easy riding at all speeds.

It adds up to more for your travel dollar than ever before in transportation history. For even though this postwar coach costs more than yesterday's entire train, you ride for less per mile than it cost to ride the train of 1906.

PENNSYLVANIA RAILROAD

 *Serving the Nation* 



MR. EMMETT KELLY

EMMETT KELLY'S WOES MAKE MILLIONS HAPPY

by TOM PRIDEAUX

The sadness of Emmett Kelly (p. 43), the hobo clown, has been applauded by Winston Churchill, the Queen of Spain, the Duke and Duchess of Gloucester, the former Prince of Wales and some 30 million U.S. circus-goers. In fact the only personage upon whom Kelly ever felt he did not make a satisfactory impression was Emperor Haile Selassie of Ethiopia. Kelly and the emperor were both visitors in London in 1939, and Kelly did his hobo clown act at a circus in front of the emperor's royal box. But somehow the two sad-eyed strangers failed to hit it off. "I just couldn't get a smile out of Haile," Kelly says unhappily.

This one blemish on Kelly's record only serves to point up his widespread success. Today, at 49, Kelly is the best-known circus clown in America. Since the death of Joe Jackson, Kelly has no peer as a hobo clown. On tour this summer with Ringling's circus, Kelly is sharing his miseries with approximately 14,000 Americans a day, who, by some perverse law of humanity, are simply delighted.

While most clowns squeal, shout, run, jump, squirt water, set off explosions and whack each other without mercy, Kelly remains quiet, restrained and aloof. About 10 minutes before the main show begins he ambles into the big tent, dragging a wilted broom. He wears a bashed derby, flopping shoes and an oversized, tattered black coat inherited from a kindhearted giant with the oldtime Sells-Floto Circus. He has carefully copied his make-up and gestures from nature. His putty nose was inspired by a pig's snout. In place of his own heavy eyebrows he has delicately penciled in what he calls "the sympathetic angle of a hound's eyes." He cocks his head and blinks into space like a circus monkey. Though the total effect is profoundly sad and raggedy, Kelly still retains a kind of professorial dignity.

After his entrance Kelly makes a few halfhearted attempts to sweep the ground with his broom. But he quickly gives it up, starts peering wistfully into the audience. People who have been peered at by Kelly find it disquieting but not unpleasant and often break into giggles.

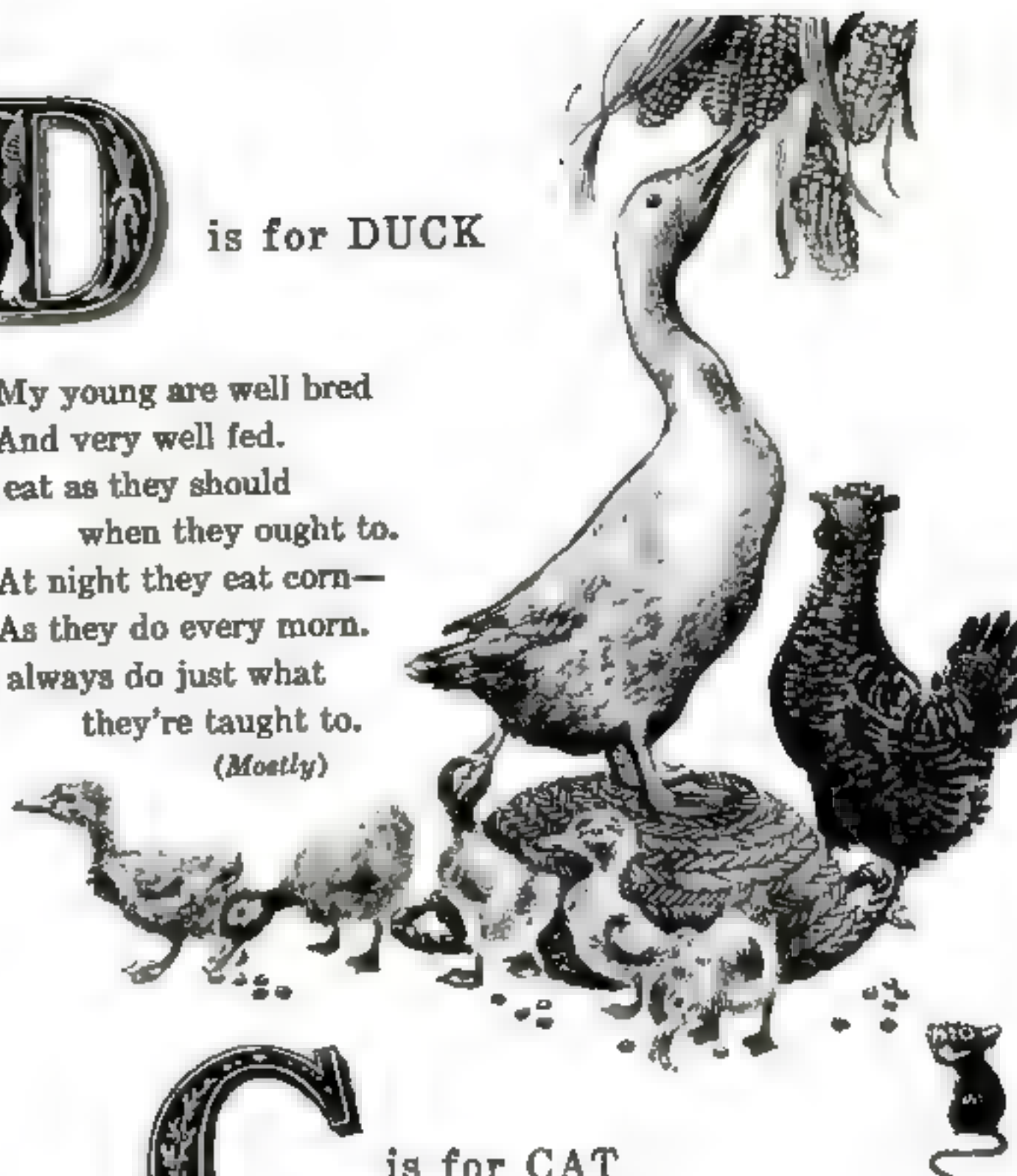
Kelly is happiest when he is peering in the vicinity of ladies. He has a Victorian belief that women should be treated with the utmost chivalry and disapproves strongly of clowns who creep up behind ladies and scare them so they scream. He bitterly denounces a clown who recently forgot his manners so far as to try to sit in the lap of President Truman's wife. "When you do things like that," says Kelly, "the audience doesn't laugh at you. They laugh at the woman's humiliation. I never stare at a woman. I never look at her legs. I study her hat."

Women, in turn, appreciate Kelly's tact. A woman at Chicago's Coliseum was once so affected by Kelly's peering that she went right home after the matinee, baked him a cake and presented it to him at the evening performance. Women are always offering Kelly peanuts and Crackerjack and sometimes try to make him smile by sticking their tongues out at him. But Kelly has never smiled professionally in his 20 years as a hobo clown, never enters into conversation with his public and never accepts casual handouts.

When not peering, Kelly is doing little pantomimic parables which prove that perseverance does not pay. Armed with a saw and an elaborate set of blueprints, he tries to cut a plank in half. But the saw gets stuck and he goes off, discouraged. Then he tries to break open a peanut with a sledge hammer and mashes the nut into a pulp. Though

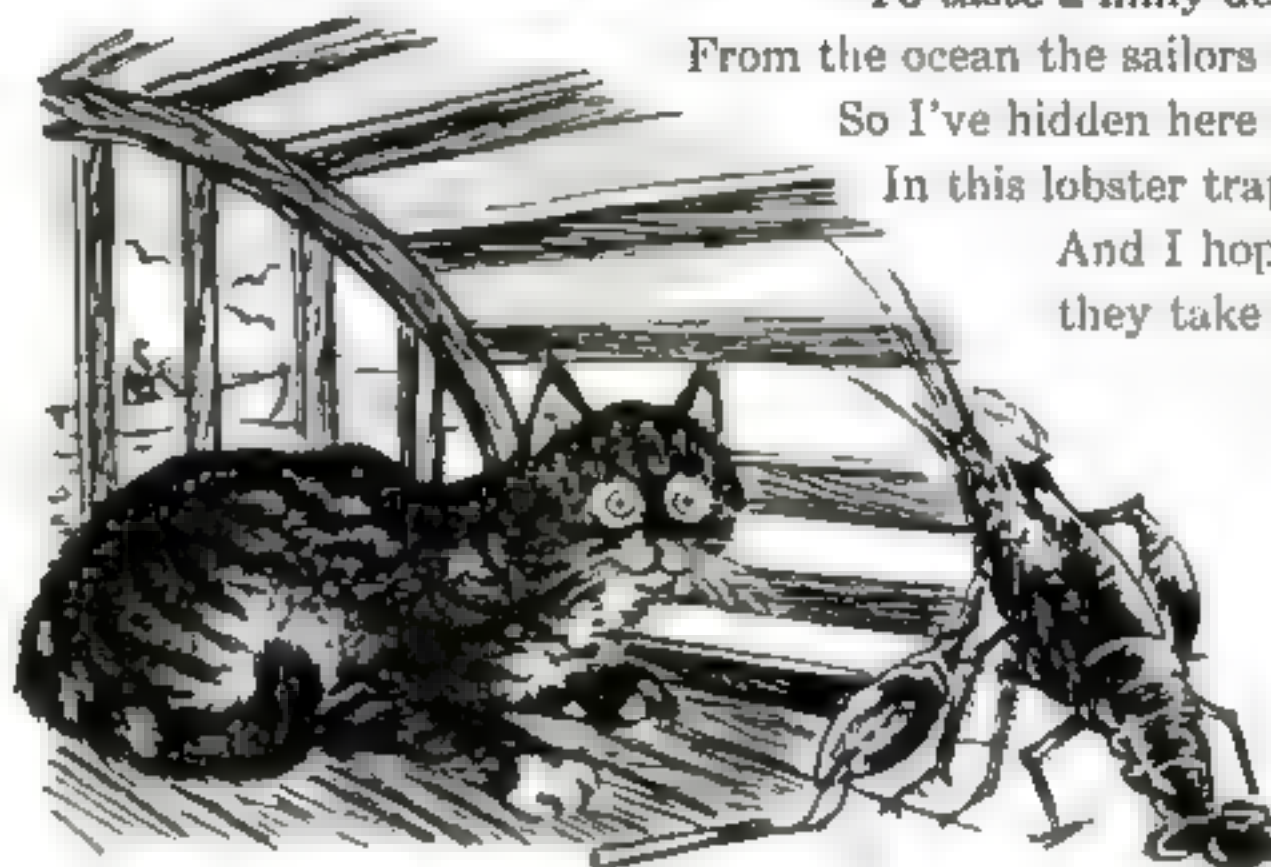
D is for DUCK

My young are well bred
And very well fed.
They eat as they should
when they ought to.
At night they eat corn—
As they do every morn.
They always do just what
they're taught to.
(Mostly)



C is for CAT

I have an overpowering yen
To taste a finny denizen
From the ocean the sailors call "free."
So I've hidden here and waited—
In this lobster trap I'm crated—
And I hope that
they take me to sea.
(I hope)



What a duck enjoys eating and what pleases a cat are different as different can be—another example of the varying food preferences of our animal friends.

So one of the reasons Puss 'n Boots Cat Food is 85% fresh-caught whole fish is because cats are known to like fish. The second reason is because fish (whole fish, not merely parts or by-products) contains superior protein for a cat's proper growth and maintenance.

All the valuable protein, the minerals and the vitamin-rich oils of whole fish are in Puss 'n Boots.

And because Puss 'n Boots is designed to fulfill a cat's particular nutritive requirements, it also

contains carefully selected cereals and other elements, too.

Thoroughly ground-up and cooked in the can with the whole fish, they help make Puss 'n Boots a tested, well-rounded diet.

More cat owners, breeders and veterinarians feed Puss 'n Boots than any other cat food and their cats, so they say, simply love it.

Yes! Puss 'n Boots, prepared especially for cats, is America's leading cat food.

If your grocer hasn't enough Puss 'n Boots, please be patient. More is on the way every day.

Puss 'n Boots

C is for Cat . . . and so is Puss 'n Boots

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we've
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one piece
of
leather
to make
the *new*
streamlined
★ *Buxton*
Stitchless

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Trimmer!
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A new, improved Buxton
Stitchless! The famous Buxton
exclusive one-piece construction is
locked more firmly than ever before.
Now it's super-locked . . . strain from
overstuffing only locks it tighter! Yet it's
slimmer, trimmer, more streamlined!

Guaranteed! If any Buxton® Stitchless
gives out in normal use before the fine
leather itself wears out, we'll replace
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Morocco Goat, \$5 plus tax; 3-way
model, \$7.50 plus tax. Many other
styles and leathers from \$4 to \$15
plus tax. At Personal Leather Goods
Counters in your city. *Reg. U. S. Pat. Off.

THE NEW
BUXTON STITCHLESS
BUXTON INC., SPRINGFIELD 1, MASS. AND NEW YORK CITY

HOBO CLOWN CONTINUED

he tries with dainty fingers to recover the tiny pieces of meat, Kelly is doomed to go hungry.

When he forsakes effort and succumbs to futility, Kelly has a lovely time. In the big fairy-tale parade he is allowed to ride in Cinderella's golden float, playing a tin flute and tossing confetti to the crowd. When 30 acrobats are whizzing busily through the air in a travesty of all human endeavor, Kelly lounges conspicuously near the center ring, snoozing or playing solitaire. When the cards go against him, he cheats a little and then gives up the game entirely. But he has occupied himself pleasantly and safely, Kelly's hobo is an object of pity, envy, amusement and admiration, a rebuke to American enterprise but a testimony to American independence.

Emmett Kelly took a roundabout road to circus life. An Ozark farm boy, he studied cartooning from a course he had read about in a magazine. He worked up a "lightning artist act," using colored chalks on a big pad to draw simple cartoons, Hawaiian sunsets and Uncle Sam portraits. His first appearance was at a church pie supper and, since he was abnormally shy about using his voice, his act was done mostly in pantomime. Kelly went to Kansas City, sold a few cartoons and did lightning sketches. One of his cartoon characters was a little hobo, which people liked so well that Kelly decided to dress up like him and thus became known as a hobo artist. By now his reluctance to speak had made him an accomplished pantomimist and he was hired as a hobo clown by a dog-and-pony show. He worked in circuses, nightclubs and a Broadway revue. In 1942 he joined Ringling Brothers, where he became the star clown.

People are always asking Kelly if he really feels as sad as he looks and, if so, why. Kelly confesses he is melancholy by nature, but he cannot attribute it to any definite cause. He has always felt sympathetic to the underdog, he says, and as a boy felt inferior because he was an Ozark farmer, whereas he longed to be a city slicker. But that's as close as Kelly comes to psychoanalyzing himself.

Though he is contented with circus life, Kelly hopes someday to make a Hollywood movie, if he can find a nice, mournful part. He says he looks forward to sitting in a theater when the movie is shown, and adds, "If I could look around and see the women crying, then I would be satisfied."

Kelly drinks no hard liquor but is very fond of beer. When he leaves a bar at night, he often takes an extra bottle with him, which he enjoys drinking in bed while he reads a newspaper. It is possible that Kelly's love for beer has saved his life.

During an afternoon performance on July 6, 1944 in Hartford, Conn. Kelly, who is always privileged to wander in and out of the show, retired to the shade of his little dressing tent for a bottle of beer. Suddenly he heard a peculiar crackling sound and looked up to see the roof of the main tent in flames. Like most circus people who witnessed the worst tragedy in circus history, Kelly is reluctant to discuss it. But he was one of the heroes of the Hartford fire. In a famous photograph (below) Kelly appears in his clown make-up, carrying a pail of water to the smoldering wreckage. But what saved many lives was the way Kelly acted as a traffic cop. He hurried people out of the candy vendor's exit. He kept fear-crazed crowds moving. He directed dazed children to safety in a nearby field. And as he shouted orders above the panic, Kelly forgot for once that he was ever shy about using his voice.



HOBO HERO, Clown Emmett Kelly helped fight the Hartford circus fire by throwing water on blaze. This famed picture appeared in LIFE, July 17, 1944.

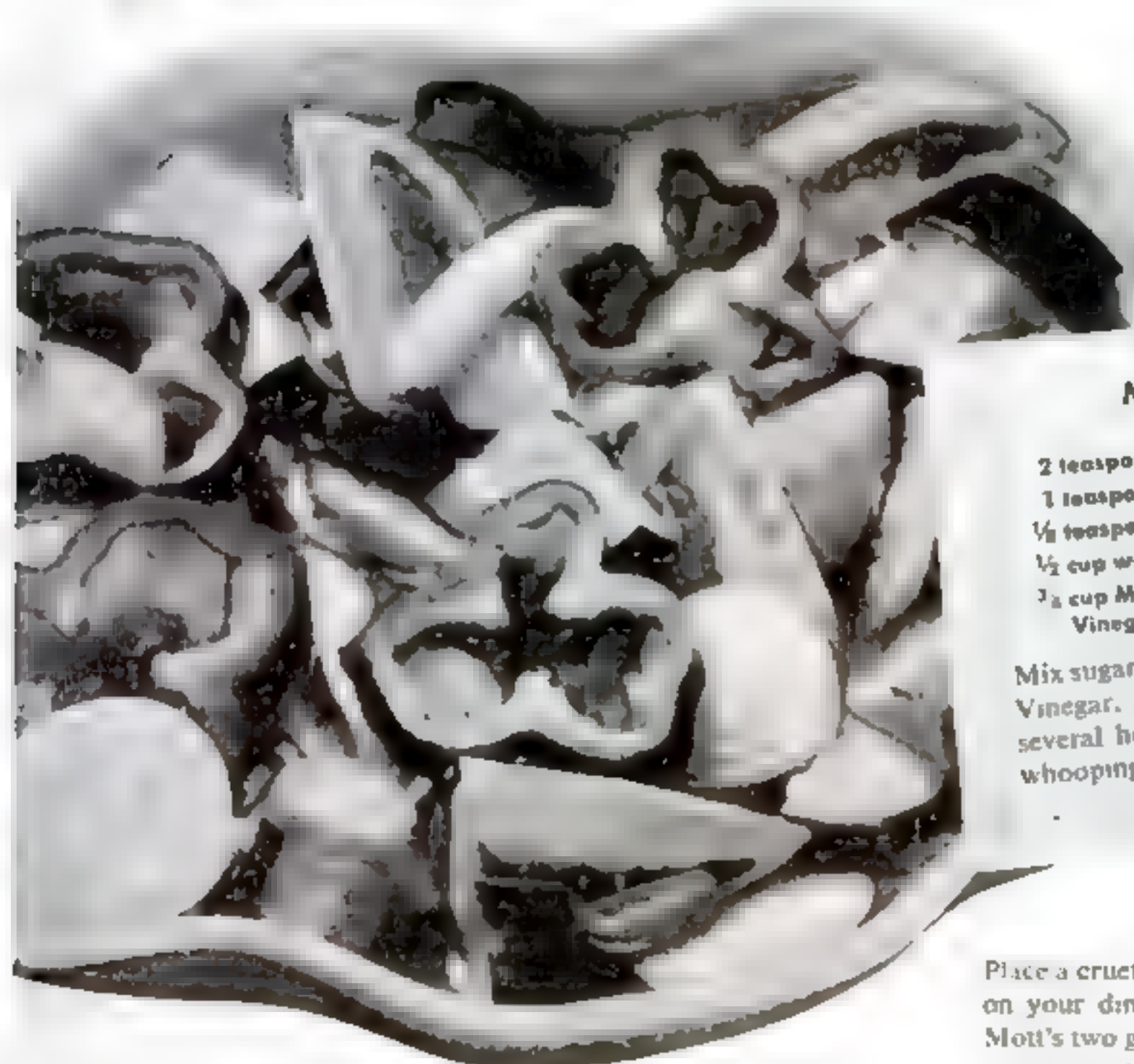
Two new salad tricks - THANKS TO MOTT'S TWO FINE VINEGARS!

This one is a tantalizing salad dressing! And so much thrifter than mayonnaise! You can thank Mott's Pure Cider Vinegar for making it so *extra* tangy and tempting...so wonderful for potato salad, fruit salad, and vegetables. If you're looking for something to give added glory to your pet salads...*this is it!*

MOTT'S BOILED SALAD DRESSING

- | | |
|-----------------------------|-----------------------------------|
| 3 tablespoons flour | 1 cup milk |
| 1 tablespoon sugar | 1 egg, slightly beaten |
| 1 1/4 teaspoons dry mustard | 2 tablespoons butter |
| 1 1/4 teaspoons salt | 1/4 cup Mott's Pure Cider Vinegar |
| 1/4 teaspoon pepper | |

Add milk to dry ingredients, mix until smooth. Stir constantly over hot water until thickened. Add some hot mixture to egg, then pour back into pan. Cook, stirring constantly, for 3 minutes longer. Add butter and zippy, flavorful Mott's Pure Cider Vinegar. Chill. Result: 1 1/4 cups of the grandest dressing ever - thanks to the rich tang of Mott's Cider Vinegar!



Just a matter of minutes to make this zestful, peppy relish! And Mott's Distilled White Vinegar can take a deep bow for the savory lift it gives! So crystal-clear and pure, so delicate in flavor, Mott's adds dash to *any* salad bowl! Try this one tonight with your meat dish, and watch your family dig in!

MOTT'S QUICK GARDEN RELISH

- | | |
|--|------------------------------|
| 2 teaspoons sugar | 1 tomato, cut into pieces |
| 1 teaspoon salt | 1 medium-sized onion, sliced |
| 1/2 teaspoon pepper | 1 green pepper, sliced |
| 1/2 cup water | 1/2 cucumber, sliced |
| 1/4 cup Mott's Distilled White Vinegar | 6 radishes, sliced |

Mix sugar, salt, pepper, water, and tasty Mott's Distilled White Vinegar. Add to mixed vegetables. Cover and set aside for several hours. *That's all there is to it!*—till the family starts whooping it up for more!

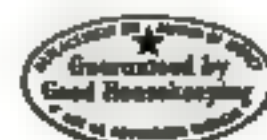
A tip for your table!

Place a cruet filled with your favorite Mott's Vinegar on your dinner table within easy reach. Either of Mott's two grand vinegars is a fine flavor-booster for many vegetables. And they're both mellowed in wood for tangier flavor!



MOTT'S FINE VINEGARS

FOR FLAVOR AT ITS BEST



Try these other fine Mott Products too ★ Mott's Apple Juice ★ Mott's Apple Cider ★ Mott's Apple Sauce ★ Mott's Jellies ★ Sunsweet Prune Juice



Nickerchen im Teehaus

EVA BRAUN'S ALBUM

Her collection of pictures and films reveal love story of a silly blonde and an amorous dictator

In the salad days of the Third Reich millions of Germans hoped Adolf Hitler would marry a lumpy, ideal Aryan and settle down to a quiet family life. When Der Führer wed Eva Braun in burning Berlin and both committed suicide, neither of these hopes was realized. Anyway the Germans eventually would have learned that Adolf, their ascetic leader, had been carrying on for some 14 years with a social butterfly who did not know Nazi ideology from her well-creamed elbow.

Recently LIFE obtained Eva Braun's albums and private movies. On this and the following pages are scenes from both. They record Eva's progress from the announcement of her birth on a card given away by a baby-food company (right) to dozing domesticity with Der Führer (above). (Eva wrote on the picture: "Snooze in the teahouse.")

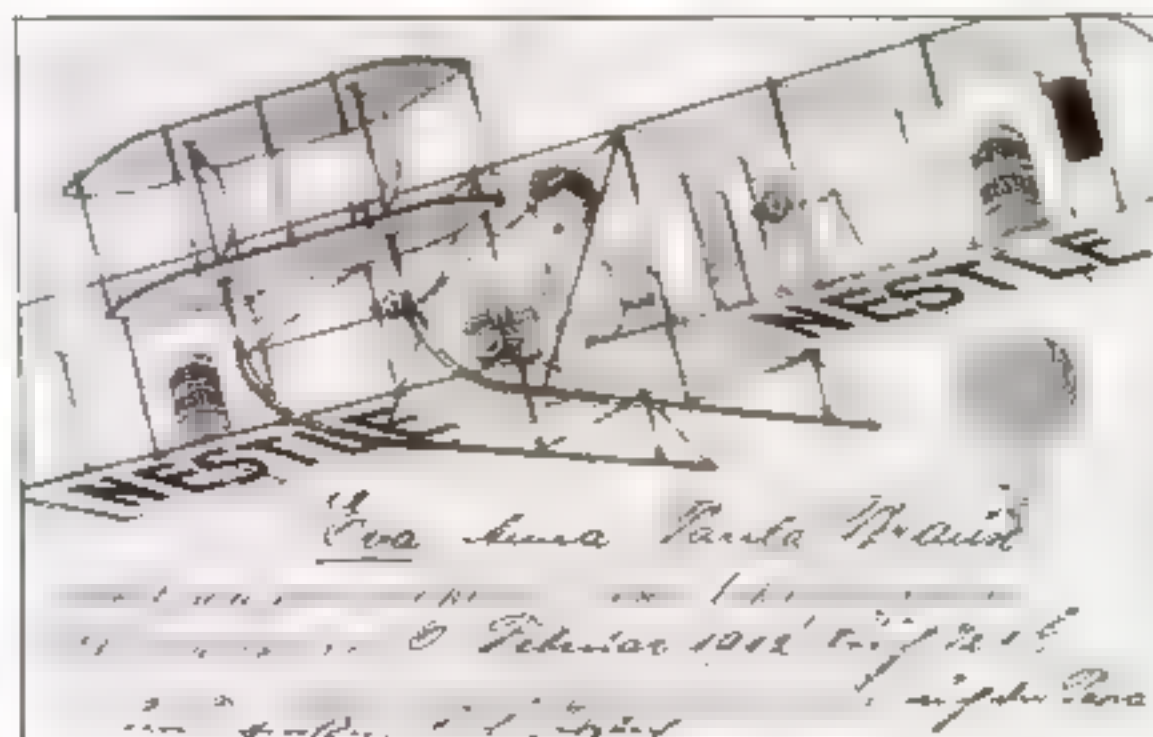
Eva was born in Munich. She was a poor student but a good athlete, and while still in her teens got a job in Heinrich Hoffmann's photographic studio. It was there in 1931 that she met Adolf Hitler and caught him on the rebound from a disastrous romance.

Hitler had had affairs with two Munich girls in 1920-21 and with a Nazi party secretary in 1926. But it was in 1929 that

he found his great love—his 23-year-old niece, Angelika ("Geli") Raubel. This idyl was broken up two years later when Adolf surprised Geli dallying with his chauffeur. She shot herself. This was where Eva came in. In contrast to the brooding Geli, Fraulein Braun was a blond, light-spirited child. Hitler started spoiling her at once and never stopped. Eva, poorly educated and dull, grew vain and arrogant. Her only interests were herself and the job of keeping Adolf interested. To accomplish this she spent hours primping, exercising and making carefully edited movies of herself.

To maintain his illusion of asceticism Hitler kept Eva out of public life. This was all right with Eva, who was not interested anyway. Even when Hitler called her to Berlin in March 1945, she did not know the war was lost. On April 23 Eva wrote her last letter, to her sister Gretl in Munich. "Each hour may be our last. . . I would like to wear the gold bracelet . . . until the end. Then I will have it taken from me and you are to wear it. . . Destroy all my papers (bills). . . ." The letter expressed no solicitude for sister Gretl, 8 months pregnant.

Several weeks after this Gretl had her baby. It was a girl. Gretl named it Eva.



NESTLÉ BABY-FOOD PREMIUM HERALDED BIRTH OF LITTLE EVA



Copyright, The American Tobacco Company

"Grading the Harvest," painted by Frederic Taubes

FINE TOBACCO is what counts in a cigarette

"Season after season, I've seen the makers of Lucky Strike buy fine quality tobacco—ripe, fine-tasting leaf."

—B. R. Leech, 27 years an independent tobacco buyer.

"For many years, I've seen the makers of Lucky Strike buy fine tobacco, the kind of leaf a tobacco man really goes for."

—E. L. Isaacs, 22 years an independent tobacco warehouseman.

"At auction after auction, I've seen the makers of Lucky Strike buy fine, ripe, fragrant tobacco."

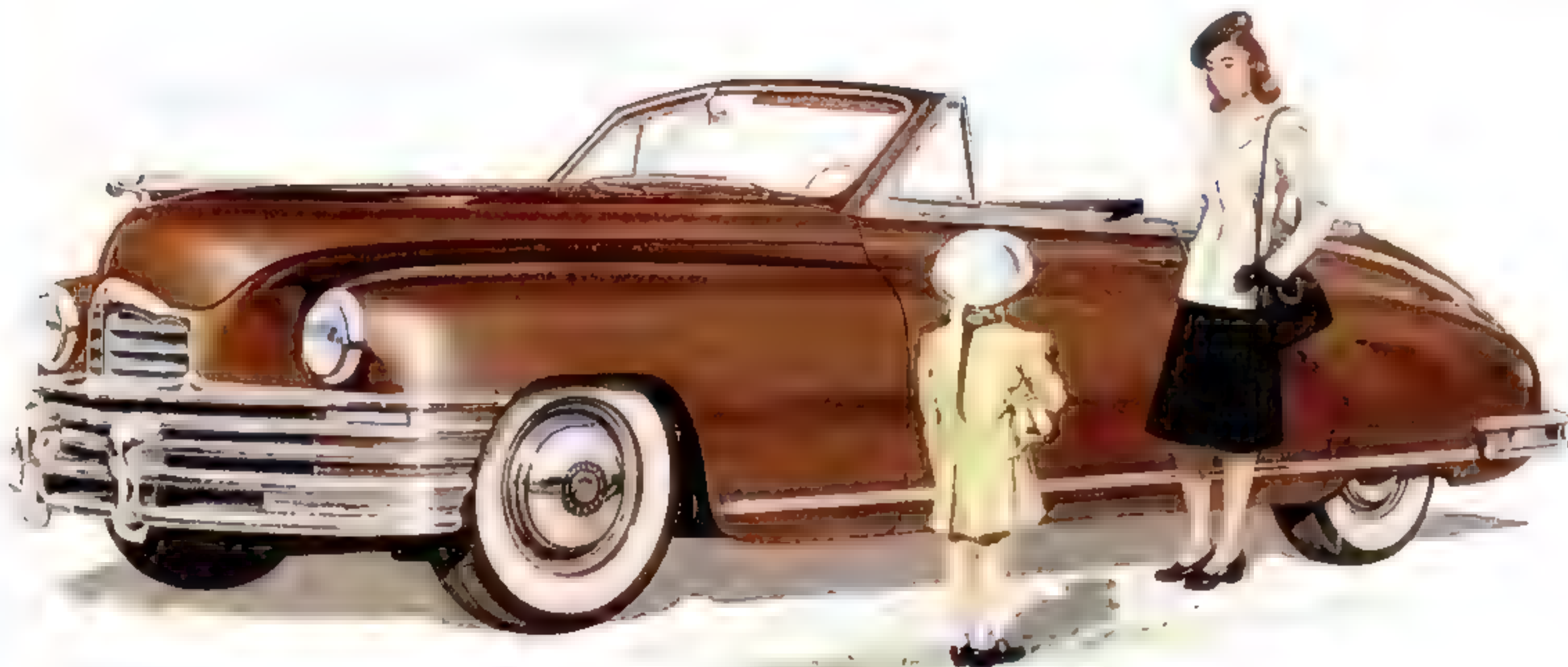
—W. D. Whitley, 18 years an independent tobacco auctioneer.

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means **FINE TOBACCO!**

So Round, So Firm, So Fully Packed—So Free and Easy on the Draw



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Magic Console-key control panel!
Whether "On" or "Off," control keys stay in trim alignment. New non-glare "Five-Glo" instruments for night driving.



New Magic-trol panes!
All windows including the rear quarter windows can be lowered or raised individually, or together, simply by pressing buttons.



Magic Prest-O-justment seat!
Press the button and seat slides smoothly back or forward—hydraulically powered. Plenty of leg room for driving comfort.



New 145-H. P. Passmaster engine!
Velvet-smooth power! Engineered for "safety-sprint" acceleration for overtaking and passing cars and trucks at highway speeds.



Your choice of 6 stunning colors!
Here's breath-taking beauty . . . in Cavalier Maroon, Packard Ivory, Golden Green, Sardonyx Brown, French Blue, or Black.



Packard Comfort-air ventilation!
New design provides a constant supply of fresh air through dual air ducts, even when windows are closed tight. Prevents window fogging.

America's first postwar Convertible!



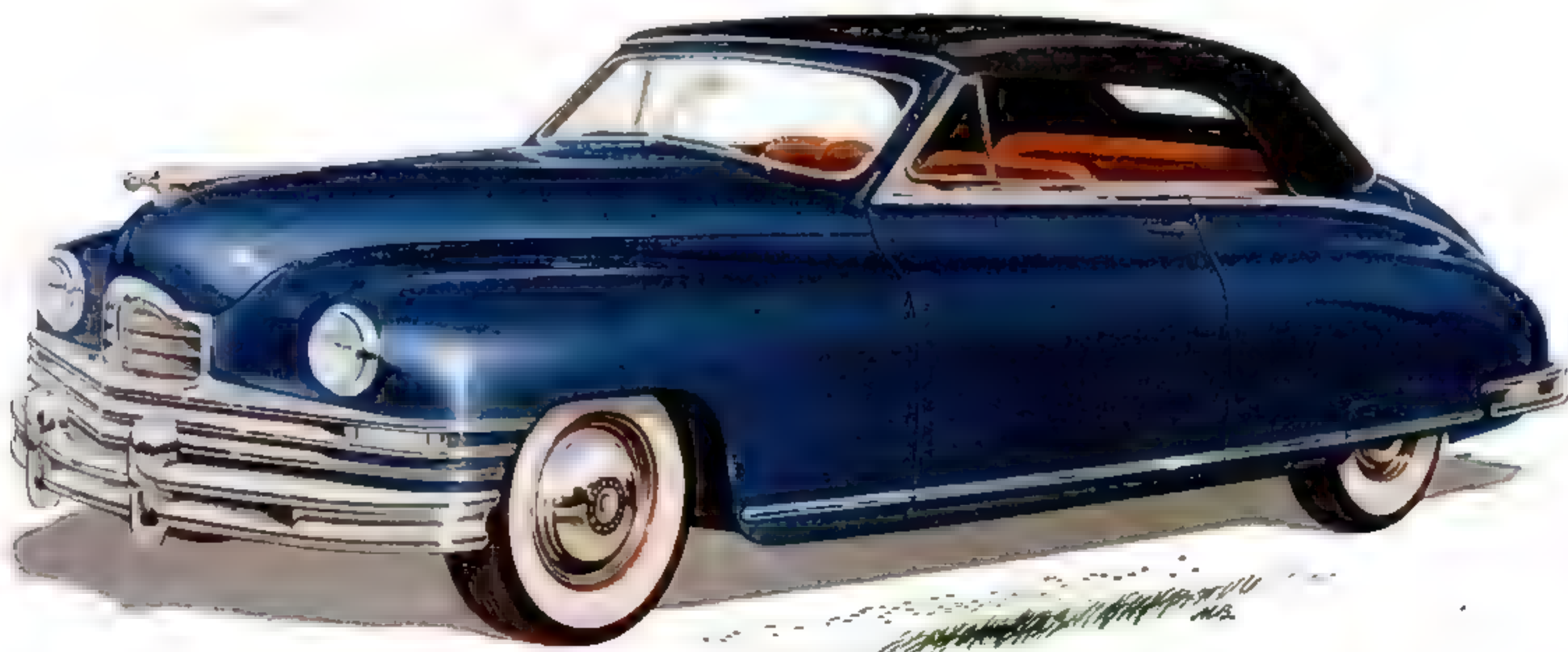
Here's America's first postwar convertible! A convertible that's new—completely new—from tires to top!

From the clean sweep of its smart bonnet to the tiny wisp of vapor from its whispering exhaust as it breezes by, the sheer beauty of this new Packard Convertible will leave you breathless!

To actually drive it . . . to know the thrill of its performance . . . the flash and surge of its new 145-horsepower Packard straight-8 engine . . . is still another breathless experience!

Hurry to see this most beautiful of all convertibles at your Packard dealer's. But—we warn you—go prepared to lose your heart to it!

U P . . . I T ' S T O P S !



PACKARD . . . ask the man who owns one

"Imagine cotton with a cashmere feel!"



From the craftsmen who have been knitting extra value into fine men's underwear for 45 years . . . comes a new creation in cotton knitting—the Hanes Suedeknit* Sport Shirt. You'll fall in love with the soft, rich finish and feel of this Suedeknit fabric. Raglan shoulders. In white and in three attractive colors fast to sun and laundry. A value worth shopping for at \$1.85.

*Reg. U. S. Pat. Off.



You will be delighted with the fine workmanship in these Basque Shirts. Securely stitched for long, satisfactory wear. Exciting stripes—bright with the colors that the boys reach for. Six color combinations that sun or tub won't fade. Values you'll appreciate . . . only \$1 for ages 2 to 6, \$1.25 for ages 8 to 14.



These WINDSHIELD Sport Shirts are Hanes-knit and fleece-lined. Just the thing to warm up muscles for tennis, badminton, track. Comfortable protection for sailing, fishing, beach wear. Smart raglan shoulder and swing sleeves for e-a-s-y action. In four "well-dressed" colors—canary, red, blue, and tan—all fast, or white. Nothing finer for \$2.50.

P.H. Hanes Knitting Co., Winston-Salem 1, North Carolina



—the label of quality knitting in sportswear and underwear



GROWING UP IN MUNICH (left picture), Eva, second daughter of a small merchant, poses with elder sister Ilse in their "first fancy dress costume." At right she is pictured in adolescence wearing her first evening gown. Both photographs were taken in the family home.



A BIG GIRL NOW, Eva (left) hunches over motorcycle with two of her friends. Girl on the right is Herta O-termayer, who remained Eva's pal and shared part of her gay life with the top Nazis. Herta survived the war. The girl in the middle is identified only as "Inge."



EVA'S FIRST JOB was as a model for Heinrich Hoffmann, who later capitalized upon this lucky connection to become Hitler's official photographer. At left, with a young man named Ege, Eva posed as a smiling Apache. In the picture at right she imitated Al Jolson.



WAVING THE NAZI BANNER (left), Eva posed in 1936 for a patriotic picture. While modeling she also became an enthusiastic amateur photographer, took this early picture (right) of Adolf Hitler nervously fussing with his necktie and looking thoroughly miserable.

CONTINUED ON NEXT PAGE



A single Heat-Treated tumbler falls, bounces; stroboscopic photograph catches 18 images.

"SEE that tumbler bounce!"

• So you like the tinkle of breaking glasses, eh, youngster. Well, that one fooled you! Know why? It's a Libbey Heat-Treated tumbler—extra-hardened to take those knocks and falls. Quick, hot-cold changes won't break it, either. Even the rims on these Libbey "bounce" tumblers are guaranteed—"a new glass if the 'Safedge' ever chips."

Are they un-breakable? No. But you'll find that Libbey tumblers **DO last 3 to 5 times longer** than ordinary tumblers!



LIBBEY HEAT-TREATED TUMBLERS



LOOK FOR THE HEAT-TREATED MARK ON THE BOTTOM OF EVERY TUMBLER—H. T. IN THE STAR

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Look for this sign!
It's where you get
genuine Pennzoil.
Sold coast to coast
by better dealers.



•Registered Trade Mark •Member Penn Grade Crude Oil Ass'n. Penn's No. 2

**Tough-film PENNZOIL® gives all engines
an extra margin of safety.**



THE BRAUN FAMILY was from the lower middle class, but Eva's plug-hatted grandfather was a fancy dresser on occasion. Eva neglected to identify the two women in this picture. Her father rose from lieutenant to major in the army while Eva was living with Hitler.



EVA'S GOOD FRIENDS included Hitler's deputy, Martin Bormann, and his wife. At left Eva proudly displays her well-molded hair during a vacation trip to Italy. Mrs. Bormann is at the oars. At right Eva shakes hands with Hitler while Martin Bormann looks on.



JOSEPH GOEBBELS CLOWNS for Eva and the camera in this picture, taken when Germany was still winning. Man on extreme right is Nazi Minister of Armament and Munitions Albert Speer. The substantial woman in the foreground is identified by Eva only as "Maria."

LET YOUR MIND REST
easy



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Effective in hard and soft water. Sold everywhere in two handy sizes. The Hygienic Products Company, Dept. 264, Canton 2, Ohio.

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EASY
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**IS SKIN BETWEEN
TOES—CRACKED
ITCHY, PEELING?**

Watch out
for
Athlete's
Foot!



Don't delay—apply Zemo—a Doctor's fast acting agent—no wonderfully soothing yet so powerfully effective that first applications promptly relieve itching soreness and aid healing. Zemo actually kills on contact germs that commonly cause and spread Athlete's Foot. It helps guard against re-infection. That's why Zemo has such an amazing record of continuous success! The first trial of clean stainless Zemo convinces. All drugstores.

ZEMO

SILHOUETTE SMOOTH

Fine mesh with elastic
SITROUX HAIR NETS
BY THE MAKERS OF SITROUX TISSUES



At one end of this, you'll find friendship—at the other end, trouble. It's a policeman's *billy*.



He never blows his horns—but they keep people out of his way! He's a *billy-goat*!

What do you know about bills ?



The words may be French—but the prices are all-too-clear English—on a *Bill of Fare*.

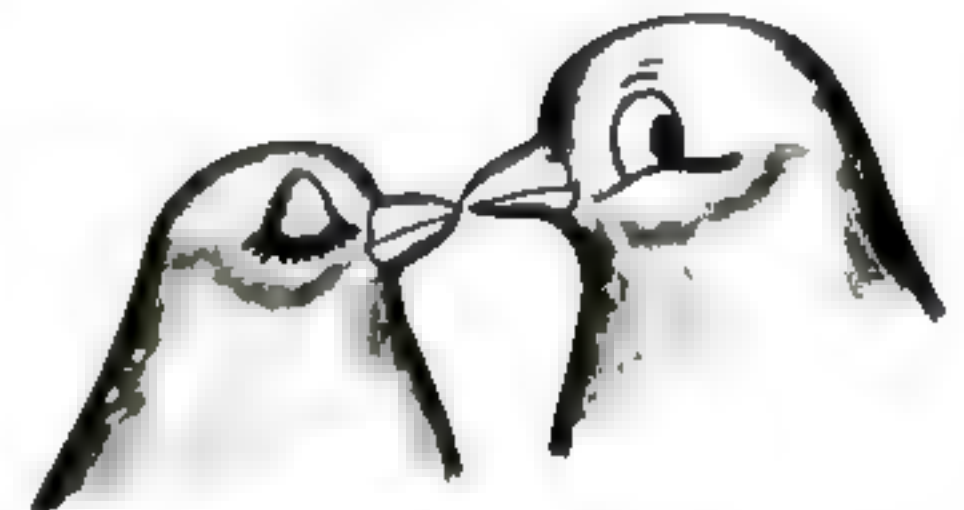


Lawmakers argue before it's a law—and lawyers argue afterwards. It's a *Congressional Bill*.



This seems smaller all the time. Hard to get, easy to get rid of—a *dollar bill*.

This one shows you the biggest value you can buy. It stands for a dependable, low-cost servant who can preserve, prepare and cook your food—light, heat, and cool your house—do the cleaning and the laundry—keep time, entertain the family, and help do a dozen other jobs. For the average family, every dollar on it buys twice as much electricity as a dollar bought 20 years ago! What else represents so much value for so little money as your *Electric Bill*?



Bugs go in and song comes out. Very useful, too, for "biling and cooing" is a *bird's bill*.

Listen to the Summer Electric Hour with Woody Herman and Peggy Lee and Dave Barbour's Orchestra, Sundays, 4:30 P. M., EDT, CBS.

America's business-managed, tax-paying

ELECTRIC LIGHT AND POWER COMPANIES

*Names on request from this magazine

how to have more fun in the sun...

step 2

GO to your favorite beach...

or picnic spot or climb aboard your boat... don't worry, the simulated leather exterior of the Westinghouse Portables resists both water and abrasion... you'll also find that your Westinghouse Portable is light in weight.



step 1 RUN (don't walk) to your nearest radio retailer...

Ask him to show you these two new Westinghouse Portables. EXAMINE the smartly styled simulated leather cabinets... CHECK the LISTEN to the powerful performance of each set... LOOK at the low prices for such outstandingly engineered portables... BUY either one your fancy dictates.



step 3

TUNE IN your

favorite station (or any station, for that matter)... you'll get more stations and hear them better with a Westinghouse Portable... they have TWICE the sensitivity of comparable pre-war portable sets.



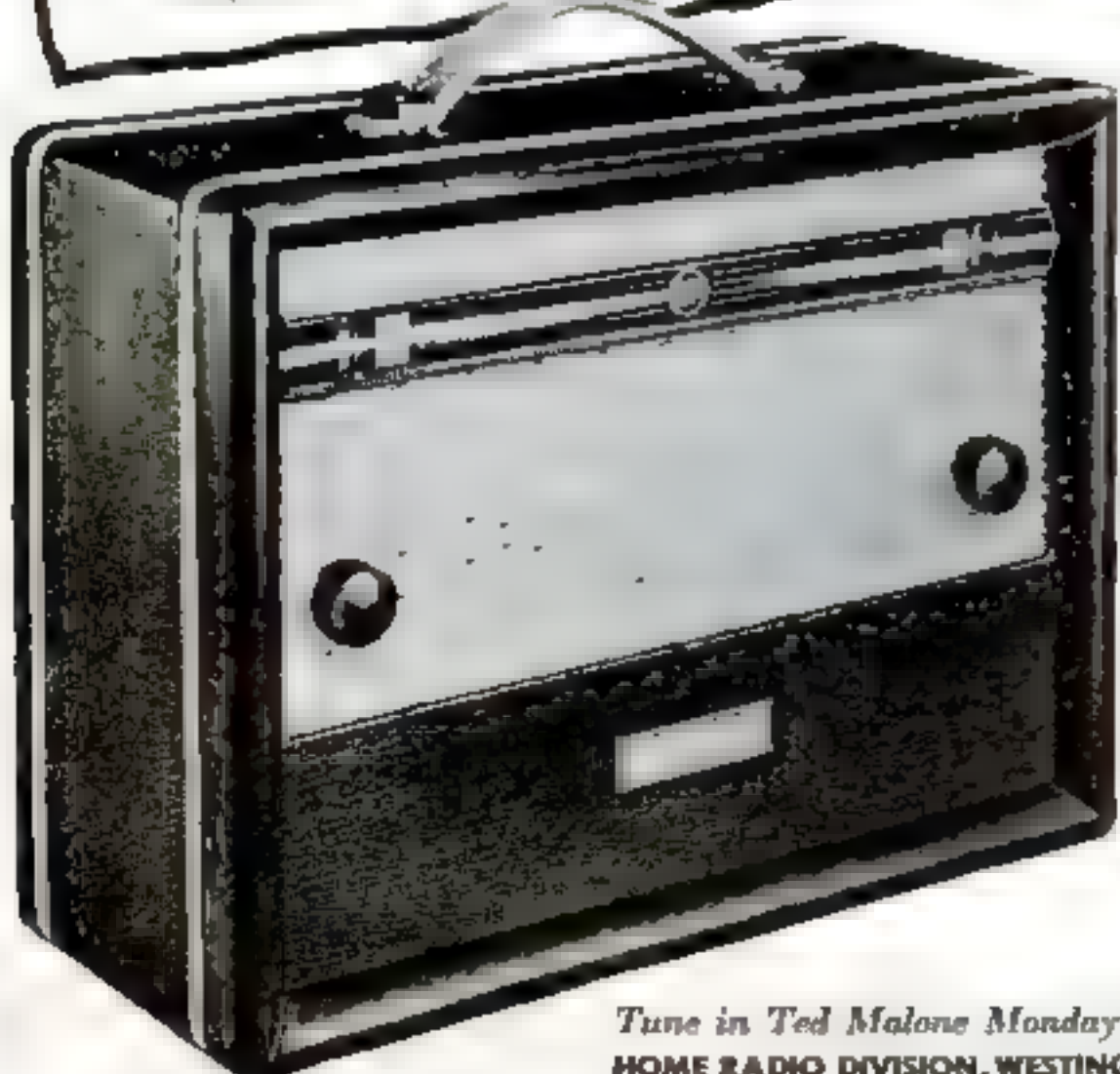
step 4

RELAX... ...that's all



ONE FORTY-EIGHT
Two-tone simulated brown leather case with lucite strip dial.

ONE SIXTY-FIVE
Simulated pigskin case in airstream design.



listen...and you'll buy a
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Tune in Ted Malone Monday through Friday 11:45 A.M., E.D.T., A.B.C.
HOME RADIO DIVISION, WESTINGHOUSE ELECTRIC CORPORATION, SUNBURY, PA.



U.S. BOY LOVES SCOTTISH LASS

BRIGADOON

Broadway is charmed by a musical romance in phantom Scotch village

Brigadoon came to Broadway this spring without big stars or glittery production values. But it did have a tender love story, lilting melodies and a kind of sweetness like the smell of heather in the rain. Critics and the audiences were unanimously charmed by it. *Brigadoon* is the name of a phantom Scottish village which awakes to life for only one day out of every hundred years and then vanishes into the mist for another century. Two American boys wander into the village on the one day of *Brigadoon's* waking. The Yankee hero (David Brooks) falls in love with a *Brigadoon* girl (Marion Bell, above) and is faced with the alternative of leaving her or staying in *Brigadoon* and renouncing the modern world. Among all its well-blended ingredients, *Brigadoon's* small brilliance lies in its Scottish dances, directed by Agnes de Mille.



"THE LOVE OF MY LIFE," sings Canadiane Pouch-Britton to her U.S. boy. Final duet. Keaton is pictured as well-known U.S. girl, Scottish friends.



"COME TO ME, BEND TO ME" is danced by barefooted girls, using gestures and attitudes based on old Scottish folk dances. The whirling girl in the middle of

the group is Jean MacLaren (Virginia Bosler), who is about to be married to one of the *Brigadoon* lads. Her friends in the village help her prepare for the great ceremony.



AT THE WEDDING DANCE of Jeannie and her groom (Lee Sullivan, center) all the villagers celebrate in a wonderful scene of whirling plaids and skirling music. But

festivities stop when Jeannie's jilted suitor tries to run away from Brigadoon, which would bring death to all its inhabitants. For according to an old magic spell, if any



RUNS THROUGH WINDOW. SLIDING DRAPES SCREEN ROOM FOR PRIVACY

realized that a home within his means could be built on his steep hillside he gave up his job in New York City, 60 miles away, to work in Central Valley and watch his house go up. He rounded up much of his own material, pressed a local insurance man into service as mason and is now finishing the job himself in his spare hours after work. The floor is concrete slab with radiant-heating units buried in it. Ordinary store-window glass was used for the east wall (above). When finished, the house will cost about \$18,000, a saving of some 20% over a house of the same size built in the conventional manner on a high foundation.

CONTINUED ON NEXT PAGE

With The Tide



Blackie:

"It's easy to get this ball, Whitey, because I'm riding with the tide."

Whitey:

"We've been riding with the tide for generations, Blackie — because BLACK & WHITE gives people the character they want."




"BLACK & WHITE"

*The Scotch
with Character*

BLENDED SCOTCH WHISKY • 86.8 PROOF

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"Darling... Our Electromaster is here!"



thrilled? Who wouldn't be with an ELECTROMASTER! There's a big warmer drawer to keep warm your 'I'll-Be-Late' dinners. And, oh so many features—Automatic Kitchen-Master Oven, Ball Bearing Roller drawers, built-in Minute-Master, Vita-Miser Deep Well Cooker, Automatic Signal Lights, fast Speed-O-Master Units. Better hurry home and taste my first electrically cooked ELECTROMASTER meal."

Electromaster Inc.
MOUNT CLEMENS, MICHIGAN
The Range That's "Fit For A Queen"
On the "Queen For A Day" program—National Network

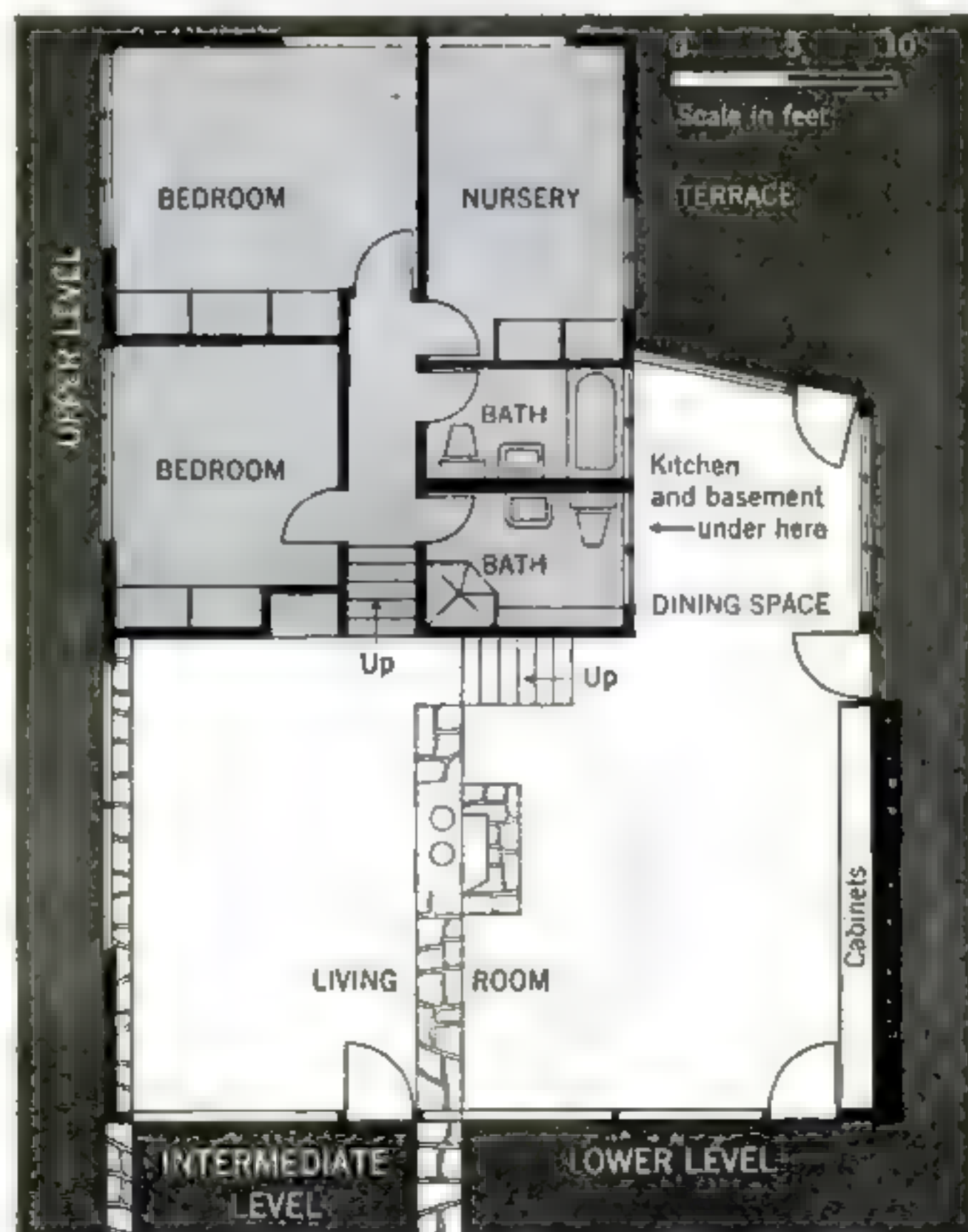
Hillside House CONTINUED



UPHILL SIDE of the house nestles close to the ground, contains two bedrooms and a nursery (left). The slope of the roof parallels that of the hill.

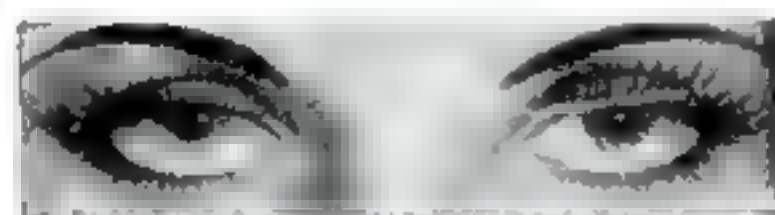


TWO-LEVEL LIVING ROOM has fireplace on lower level, billiard table on upper. Fireplace has no chimney. Smoke is forced out through special flue.



THREE LEVELS of Hillside House are shown in floor plan. The kitchen, which is under the bedroom level, has sliding windows overlooking terrace.

EYES TIRED?



TWO DROPS



QUICK RELIEF

Just put two drops of gentle, soothing Murine in each eye... then quick as a wink tired eyes feel wide-awake and... oh, so very rested. You're ready for work or play again... your eyes cleansed and refreshed. Murine—a scientific blend of seven important ingredients, is absolutely safe and should be used as often as your eyes tell you to.

MURINE FOR YOUR EYES



FIRST SIGNS OF GROWING OLD

What a marvelous food drink can do to help keep your body from "wearing out"

One of the first signs of growing old frequently is loss of appetite caused by a fading sense of taste, and a decline in ability to digest certain foods. According to medical authorities, this may begin as early as age 30.



When the amount of food you eat is less than enough to keep body tissues built up, old age creeps up a little faster. From 30 on, you

should take extra precautions to make sure that your diet is adequate.

Thousands have found that Horlicks Malted Milk is a healthful, helpful and enjoyable way to get an extra amount of vitally needed protein and energy food.

In fact, two glasses of Horlicks in milk gives you from 25 to 35% of your daily protein need. It also provides food energy in easy-to-digest, quick-to-digest form. And it's good to drink as well as good for you, because Horlicks tastes so smooth and delicious. Get started on the Horlicks health habit. Buy the one-pound jar at your drug or food counter. Horlicks Corporation, Racine, Wis.

New Sulfa Drug Formula For Athlete's Foot

New Powder Preparation Highly Effective

Now, at first sign of Athlete's Foot—or as a protection against it—use Dr. Scholl's Sulfa Solvax—the new powder preparation containing the miracle drug, Sulfathiazole. It not only fights the infection itself with remarkable effect, but also secondary infections common in Athlete's Foot. Speedily relieves itching, kills fungi on contact. Helps rapid healing of red, raw, cracked or peeling skin between toes or on the feet. Only 60¢ everywhere. If you can't obtain Dr. Scholl's Sulfa Solvax locally, send 50¢ to Dr. Scholl's, Inc., Chicago 10, Ill. for a supply as directed.



MOUSE MILK

Researchers run "dairy" to isolate virus causing one kind of cancer

At New York's Columbia University a serious-minded man named Gerard Zagal has spent two years at a most improbable occupation. Zagal milks mice. Recently the reason for Zagal's work was made known. Dr. Samuel Graff of Columbia's College of Physicians and Surgeons announced that he and his associates, Drs. Dan H. Moore, Henry T. Randall and Nobel Prize Winner Wendell M. Stanley, were fairly sure they had isolated from mouse milk a virus which causes breast cancer in mice.

Milking mice, the Columbia researchers discovered, is tricky business. Mice are moody and only give milk when they feel like it. A female mouse, it turned out, is most likely to give milk happily when it lives alone with a male mouse. Each mouse is milked only once after each pregnancy, giving between one and two cubic centimeters of milk. In two years 1,000 white mice in the Columbia laboratory have given only a gallon.

Isolating the breast-cancer virus from mouse milk is also a unique problem. The milk is first treated with a digestive enzyme (*next page*) to separate milk proteins from the clear whey. The whey is then spun at high speed in an ultracentrifuge to separate the virus. When the virus has been isolated, it is injected into mice descended from ancestors which have been free from breast cancer for generations. If any number of these mice develop breast cancer during the next year and a half, the researchers will have final proof that the virus causes cancer.

The isolation of the breast-cancer virus does not mean that the cause of all cancer has been identified. Cancer is a subtle disorder of cell growth which has many different causes. It does indicate, however, that cancer of the breast in mice, which resembles cancer of the breast in human beings, is caused by a virus. When this knowledge is confirmed, it will be applied to the fuller understanding of what causes cells to become cancerous.



MICE ARE TENDED in boxes by Technician Gerard Zagal. Room is kept at a constant temperature of 72° F.



MOUSE IS MILKED by the gentle application of a vacuum pump to its breast. Milk from several mice is

at the bottom of graduated tube. The best time for milking is 8 to 10 days after mouse has given birth to young.

Car needs a shine



You're feeling lazy



Use this and finish



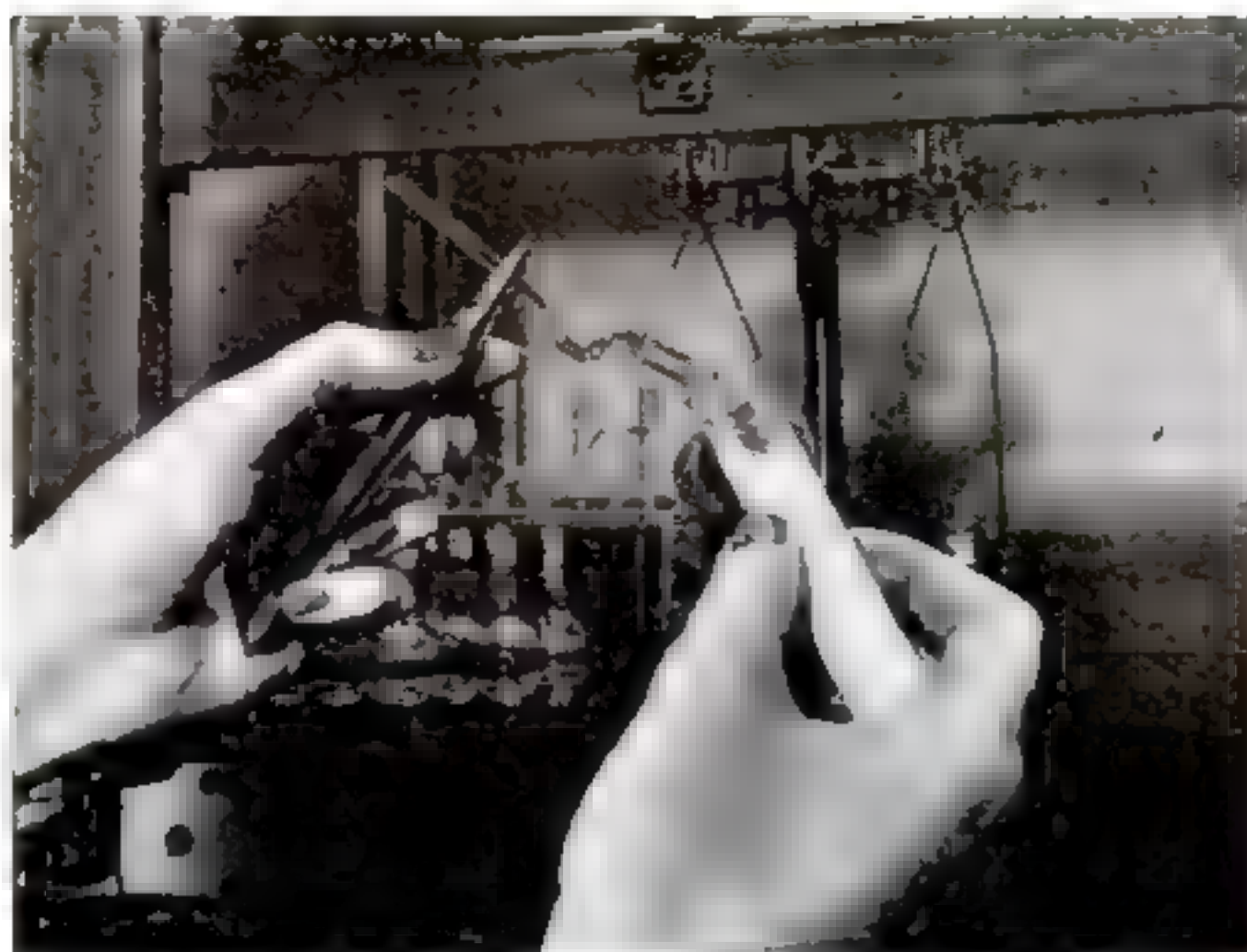
Fresh as a daisy



If you've never used No. 7 Polish, you've got a real treat coming. Just once over cleans away traffic film, restores the original color and lustre, and makes your car sparkling bright. Try Du Pont No. 7 Polish today.



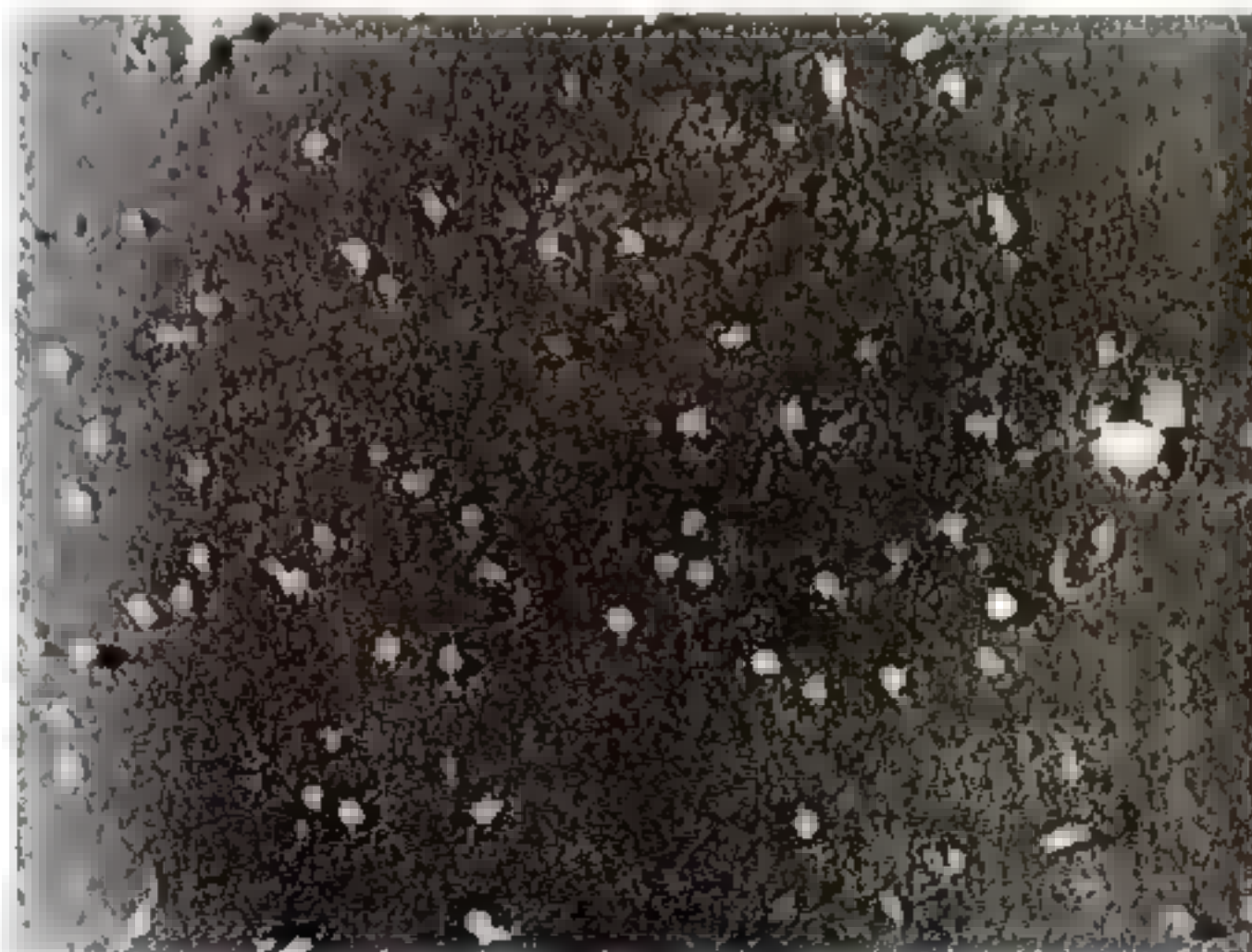
Mouse Milk CONTINUED



DIGESTIVE ENZYME is added to test tube full of mouse milk to separate the clear whey from milk proteins. The whey is then whirled at 40,000 rpm in an ultracentrifuge to separate the virus which causes breast cancer in mice.



VIRUS IS ANALYZED in electrophoresis apparatus. Purity of the virus is indicated by two illuminated graphs in rectangles at bottom. Long horizontal peaks on the graphs indicate pure virus. The smaller peaks indicate impurities.



FURTHER IDENTIFICATION of virus which causes breast cancer in mice is made by magnifying it 35,000 times in an electron microscope. Virus particles, plated with gold to make them more clearly visible, are fluffy white balls.

Good Egg!

Does your radio garble your favorite newscaster? That means it's time to have your set thoroughly checked by your local radio service dealer. He's a good egg and he does a good job at a fair price. The Sylvania radio tubes he installs assure you of the greatest enjoyment from your set. There are no finer radio tubes made!



SYLVANIA RADIO TUBES
Product of Sylvania Electric Products Inc.



It's new-it's safe! It sure kills fleas!

"We're in harmony, all right—especially with our master! We had the flea market cornered, but he saved us!"

"He knocked out the fleas with Sergeant's ONE-TWO—scrubbed us with SKIP-FLEA Soap and followed it with regular SKIP-FLEA Powder dustings. They bring fast relief every time!"

SKIP-FLEA Soap and Powder are only two of Sergeant's 19 reliable dog care products. Each one is the result of over 73 years of thorough research and practical testing. Ask for the new 50c economy size of SKIP-FLEA Powder.

• Is your dog getting the attention he needs? Sergeant's new FREE Dog Book is full of interesting, helpful advice on dog care. Ask for it at drug and pet stores, or write Sergeant's, Richmond 20, Virginia.

Sergeant's
DOG CARE PRODUCTS

Watch for these
current releases
at your local theatre

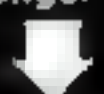


Vol. XIII, No. 12

NEW TRAINS FOR OLD? Progress-minded executives are putting new ideas into railroad-ing—fighting stiff competition from airlines and searlanes and highways with new locomotives and new plans for passenger comfort. Will they get your business? See this latest March of Time and see what you think.

Vol. XIII, No. 11

YOUR DOCTORS—1947. How do you feel about psychiatry? Sit in at a psychoanalyst's study of a sick mind. What do you think of "group practice"? Hear what the doctors themselves have to say. And learn about the new drugs and new techniques by which modern medicine is making your life longer and healthier.



30 Million Minds a Month

Focus
on



THE MARCH OF TIME

to see great events in the making
to know the world and its peoples
to understand the wonders of a new age,
and meet the men behind them



Vol. XIII, No. 10

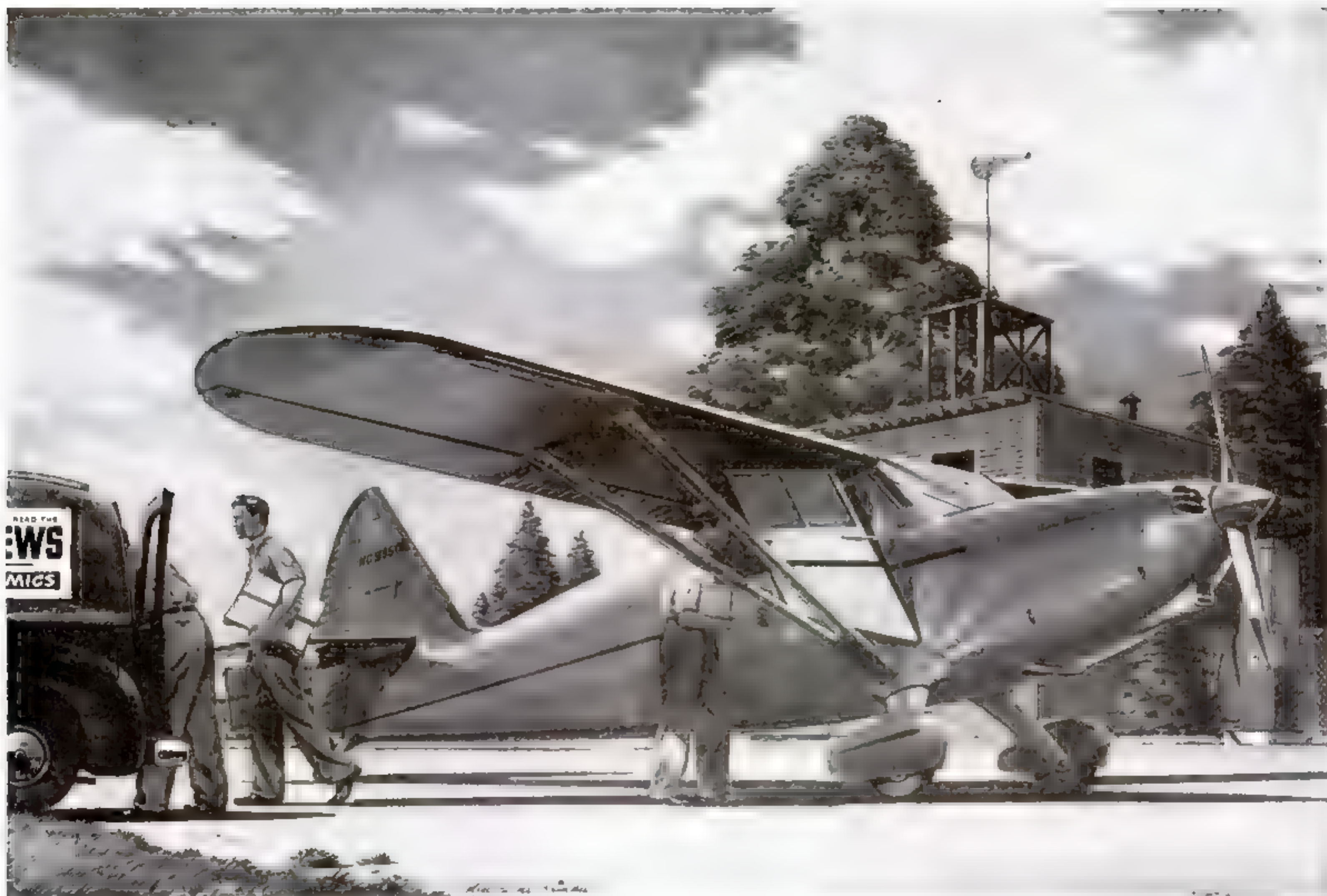
THE RUSSIANS NOBODY KNOWS. School-children, priests, housewives and "the man in the street" are as much a part of Russia as the men in the Kremlin . . . and here, in uncensored films, you see their day-to-day life as few outsiders ever see it. Bound to be controversial.

Vol. XIII, No. 9

STORM OVER BRITAIN. Bomb-blasted slums and the job of re-housing a million and a quarter people; strikes; food shortages; the worst winter in 60 years—these are the reward of post-war Britons. Here MOT shows you Britain's efforts to win a new war—against want.



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by the editors of Time and Life
and distributed by
20th Century-Fox



Another example of Stinson utility: A progressive newspaper publisher uses his Stinson for rapid newspaper deliveries within a radius of 100 miles.

HERE'S ANOTHER STINSON OWNER WHO SAYS:

"My plane really works for a living!"

WHEN YOU SEE the stunning new 21st Anniversary Stinson Flying Station Wagon, and fly it, you'll quickly understand why so many enthusiastic owners call it America's most useful personal plane!

For utility is the keynote in this new 4-place "working" airplane. And, in addition, you get inherent Stinson stability, rugged dependability, and the reassuring knowledge that here is a plane you can operate in and out of small fields with ease.

It carries a useful load of 955 lbs. Cruises at 125 m.p.h. Maximum speed, 134 m.p.h. Take-off run, only 590 ft. Rate of climb, 755 ft. per minute. Service ceiling, 15,650 ft. Stops in 290 ft. after landing.

Flaps permit quick take-offs and slow, short landings. Built-in wing slots for safety. Inherently spin-resistant.

Standard equipment includes: two-way radio, dome loud-speaker, starter, soundproofed cabin with controlled ventilation. Hydraulic brakes. Oleo spring-draulic landing gear for smooth, cushioned landings.

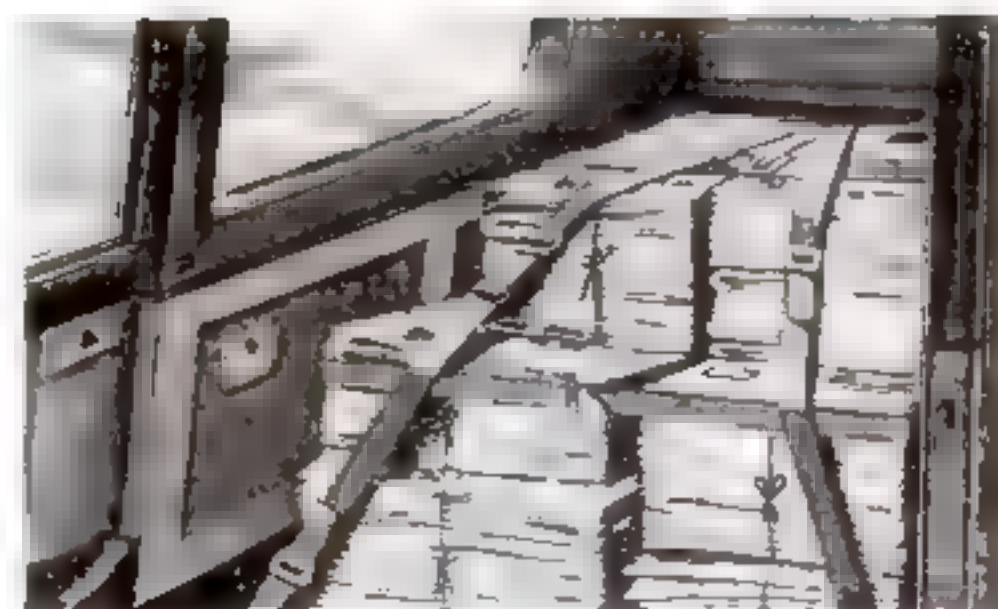
Adding to its broad range of utility is the fact that Stinson is also certificated for floats.

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See this beautiful new Stinson at your Stinson dealer's, or write for 20-page brochure, beautifully illustrated in full color, to Stinson Division, Consolidated Vultee Aircraft Corporation, Dept. B, Wayne, Michigan.

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MOST USEFUL PERSONAL PLANES



Specially reinforced cargo compartment (24 cu. ft.) with tie-down straps and 2 tone plywood paneling. Side-loading baggage compartment offers an additional 11 cubic feet of carrying space.

Load capacity: Pilot, full gas tanks (40 gallons), and 552 cargo lbs. The two rear seats can be removed for cargo-carrying or installed in 5 minutes to make it a 4-place plane.

Sailing



FROM HIS KNOCKABOUT TIMMY SMITH OF PEQUOT JUNIOR YACHT CLUB TAKES A BREATHE OF SALTY AIR AND BELLOWS, "AHoy"

YACHTSMEN ENJOY BIGGEST YEAR

To a member of any of the scores of yacht clubs which dot the shores of Long Island Sound, this small boy with big lungs is a familiar sight. In wet sneakers and shorts, his hair stiffened by sand and salt, his skin blackened by the sun, he represents a way of life which is spreading faster and faster wherever there is wind and water in the U.S. His counterpart is everywhere, learning to sail, learning to navigate, learning to race. When he gets older he may have a boat of his own. Later he will get a bigger boat. When he is grown up, he may spend his weekends racing and his vacations cruising the Sound with his wife and children to Buzzards Bay, Nantucket, Maine—anywhere as long as he is sailing. Already to him a boat with an engine is a "stinkpot."

The backbone of all this activity is the "one-design" sailboat, developed when yachtsmen realized that they would get true tests of a helmsman's ability only when all the boats in any given race were identical. Today there are hundreds of such one-design classes in which each boat is exactly like each other boat. They range in price from \$200 to more than \$50,000. Some popular boats, like the Snipes (\$650), Lightnings (\$1,200) and Stars (\$2,200), now number in the thousands. Every year more and more of them appear in the Sound, whose sheltered waters and innumerable harbors have made it the unofficial small-boat capital of the world. On the next eight pages LIFE presents pictures of the boats that sail across the waters of Long Island Sound all summer long.



KNOT-TYING, the first thing any sailor must learn, is explained to Camilla Wilson, 16, by Bill Dahl, 17, on board the Lightning which he races at Groton Long Point Club.



MANHASSET BAY YACHT CLUB, which is the largest and one of the most active on Long Island, has a delightful luncheon porch which looks across a vista of swimming

Yacht Clubs

THEY SWARM WITH KIDS

DIRTY WORK like pumping is chore Manhasset's Charles and Lillian Barrington must learn.



PUTTING ON SAILS comes next. Juniors at Manhasset must learn how to take care of small boats as well as how to sail them.



LANDING is made by Teddy Guest 11, who fends off nose of a Comet as it edges up to the Manhasset Club dock.



The growth of sailing on Long Island Sound has been paced by a fabulous growth of yacht clubs. Fifty years ago there were only a few dozen of them, mostly small. Today there are 173. They vary in scope from the unpretentious Mianogue Yacht Club at Bridgeport, where the initiation fee and dues are only \$10 each, to elaborate institutions like the Manhasset Bay Yacht Club (*above, center*), which has a huge clubhouse full of trophies, a luxurious dining room and lounges, a marina bar, bedrooms, tennis courts, a swimming pool, its own



pool to members' yachts anchored in the harbor. Dues are \$125, about average for a first-class club. Dues are \$150 at Larchmont, \$125 at ultra-exclusive Seawanhaka Corinthian.

docks, floats and several launches for its 450 members. Across the Sound from Manhasset is the Larchmont Yacht Club, center of yacht-racing in the East. Every summer Larchmont holds a week-long regatta, the largest in the country. Most clubs, including Manhasset, stress junior activities, but Pequot, with 135 active juniors, is outstanding. Pequot juniors, in fact, have a clubhouse of their own, elect their own officers, have their own races and their own instruction courses in knot-tying, seamanship, navigation and racing strategy and rules.

SCRUBBING THE BOTTOM of one of the Manhasset Bay Club's Comets is done by Billy Hyatt and Teeny Bell.



A SPIN IN THE BAY is the payoff for Manhasset juniors. When they are judged competent by instructors, they are allowed to take the club's Comets out by themselves.

Almost every sailor belongs to a yacht club, if only for convenience. It can provide him with anchorage, hauling-out facilities and launch service. It can also make emergency repairs on damaged boats and keep an eye on them during storms. Most important of all, it arranges races for all classes. Many clubs are social centers where wives may lunch, play bridge and get up dances. Older members, their sailing days long past, can join the fleet of rocking-chair admirals and spend their afternoons drowsing on cool verandas overlooking the water.

RACING TACTICS are explained with models by Instructor Peter Duble to members of the Pequot Junior Yacht Club.



CHART-READING is also part of Pequot's junior program, which is run by four instructors.





THE "LORD JIM," shown here beating to windward down the Sound, is one of a class of ocean-going yachts known as New York 32s. Her new owner, at the tiller, is

James O'Neill, who sails out of the Manhattan Bay Yacht Club. With the *Lord Jim* and a brand-new set of 14 different nylon sails, which cost \$1,000, O'Neill has jumped into



bigtime racing, but he is still learning how to get the best out of his new sloop. "She deserves better sailors, but we're improving," said O'Neill after finishing third out of

four in a recent race on the Sound. The 45-foot *Lord Jim* was built in 1936 and cost \$11,600. To build her today at present construction prices would cost about \$50,000.



C. SHERMAN HOYT, veteran American yachtsman, has spent 58 of his 68 years on the water. He has raced

in innumerable classes from dinghies to America's Cup defenders, is famous wherever there is racing. A bachelor

and naval architect, he is shown here in the model room of the New York Yacht Club, most exclusive in the U.S.



LORNA WHITTLESEY, now Mrs. Fred Hilberd, was before her marriage the outstanding woman racing sailor in the U.S. She once sailed in the famous Bermuda race.



WILLIAM COX, shown with wife Libby, has won three trophies since 1947 in the International class, more than any other skipper. He is currently first in the 1947 series.

Yachtsmen

THESE ARE THE SOUND'S FINEST

The men and women on these pages have been equipping into the sun at the flutter of a job ever since they were old enough to scramble into a boat. They are among the most resourceful racing skippers in America. Back of each of them is a lifetime of sitting on hard wooden slats, muscles tensed, wishing desperately for a little more breeze at a better slant, watching some other boat edge up to windward, fussing with a sail to get it pulling just right, judg-

ing tides, swindling the other fellow at the start.

Rich or poor, man or woman, the small-boat sailor infected with the racing virus is just as bad a case as the most monomaniacal golfer or fisherman. If he has a job he spends most of his working time arranging to get away Saturdays. If he is married, his wife learns to race or spends her weekends keeping dinner warm. If he has children he puts them to work tending jib, and thus, inevitably, the cycle repeats itself.



"SKIP" ETHELLES and his wife Mary have won a houseful of silver in Star class. He builds his own boats.



ARTHUR KNAPP was once the national junior champion, also held the world championship in the Star class.



CORNELIUS SHIELDS, wildest helmsman of them all, has taught many of his tricks to daughter Aileen (above).



SPINNAKERS BULGING, two Internationals plough downwind. This class is virtually a closed corporation. Only 25 boats were built for the Sound in 1937, at \$2,700. New ones may not compete because they may be lighter, faster. Demand for the old boats has forced the price to \$5,000.

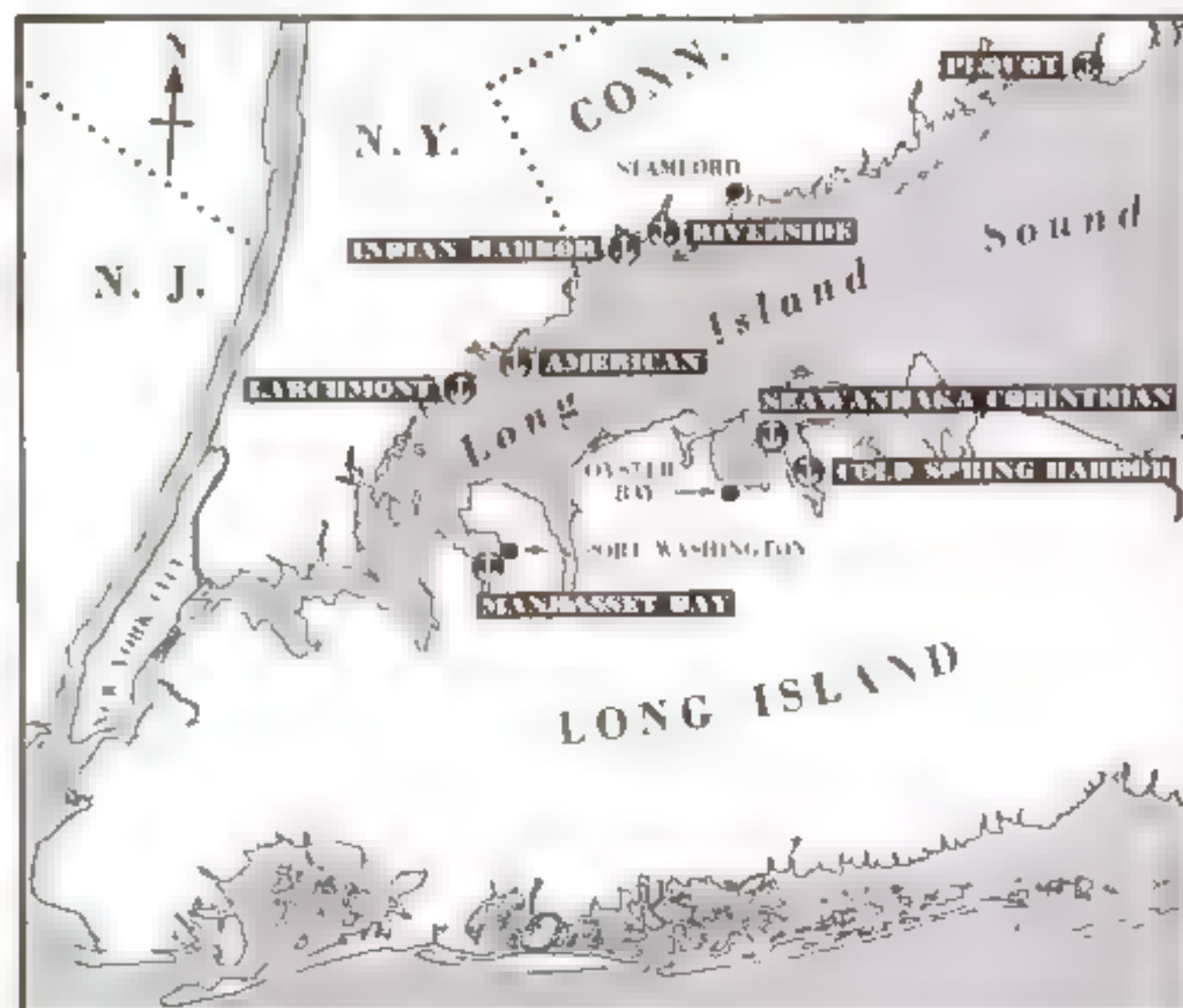


CHAIRMAN OF RACE COMMITTEE RAILS BOAT

Race Day

IT IS THE HIGH POINT FOR EVERY YACHTSMAN

All the years of racing lore, all the hours of tuning up come to a climax on Race Day. Long Island Sound has the most intense and bitterly contested racing in the world. Races are run every Saturday and Sunday by the Yacht Racing Association of Long Island Sound, an organization of 33 leading clubs, which take turns holding regattas in which any member of an association club may compete. At noon the boats begin to gather in the center of the Sound. By 2 p.m. there are a hundred or more, skimming back and forth, jockeying for position, waiting for their turn to start. Then cannons are fired from the committee boat and wave after wave of boats crosses the line (*opposite*). The horizon seems speckled with sails. By sundown the Sound is empty again, but arguments over tactics and wind shifts go on far into the night.



LONG ISLAND SOUND is 100 miles long, 20 miles wide at widest point. Its virtues as a yachting center come from deep water and many harbors. Prominent yacht clubs at western end of the Sound are shown by anchor symbols.



**SECONDS AFTER THE GUN
INTERNATIONALS START
LONG WINDWARD THRASH**



MAYOR K. C. WU runs the chaotic city of Shanghai from this oval desk. Because his office furniture was left behind by a larky British merchant, Mayor Wu, who has

had no time to order a special chair, must perch on a cushion. To set a good example in fuel-starved Shanghai, the mayor always works with the least possible illumination.



SHANGHAI'S BUND, AS SEEN FROM WU'S WINDOW, IS THE BUSIEST WATERFRONT IN THE FAR EAST

"The World's Worst Job"

The mayor of Shanghai rules over a teeming city of adventurers, rioters and sensitive firemen

by WILLIAM P. GRAY

SHANGHAI is a great, wicked and quite extraordinary city, neither Eastern nor Western but a mongrel metropolis of four million people, mostly Chinese, built on a mud flat near the mouth of the Yangtze River. It is the largest city on the continent of Asia, the sixth largest in the world, and it is growing at the rate of almost half a million people a year. "In no city, West or East," wrote Aldous Huxley, "have I ever had such an impression of dense, rank, richly clotted life. Old Shanghai . . . is Life itself. Nothing more intensely living can be imagined. . . . The spectacle of it inspires something like terror."

The modern city drew its life and growth from horse-racing British merchants and other Westerners, who ruled it haughtily for a century before the second World War with extraterritorial rights and their own police, their own courts, their own troops. Outside the rich, well-tended foreign concessions sprawled the ancient, teeming Chinese city.

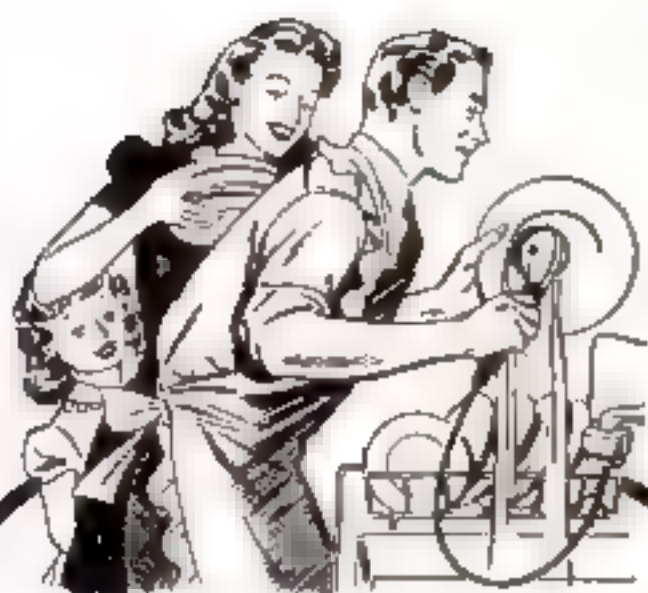
In a wartime bargain among allies, the abolition of extraterritoriality was accepted by the West. At the war's end China got all of Shanghai, with its noise and sin and tarnished glitter. The international settlements exist no more. Shanghai, as before, still nurtures a cosmopolitan hodgepodge of British taipans, Southern Baptist missionaries, Sikhs with black beards, French bankers, blowzy Russian blondes, refugees from Hitler's Europe, international gangsters, fortune-seekers and luxury-loving Western wives. But the sovereignty has passed to the native bankers, the coolies and the singsong girls. Shanghai is swallowing up its Western dominance, as China is said always to absorb its conquerors. The city is bigger, dirtier and noisier than ever. With a postwar infusion of American automobiles, the traffic has become a monstrous, screaming blend of rickshas, coolie-powered pushcarts, limousines, three-wheeled pedicabs, jeeps and six-ton trucks. Firecrackers explode constantly, heralding births, deaths and weddings. It is hard to tell them from the gunfire of the rioters.

Over this bedlam presides a small, owl-eyed, 43-year-old Chinese scholar,

the Honorable K. C. Wu. In May he completed his first year as mayor of Shanghai and practically nobody thinks the city could have found a better one. Even the foreigners, who customarily express their opinion of Chinese administration by a snort of disgust followed by a whisky neat, admire K. C. Wu. Wu's own opinion is that he has the worst job in the world.

No Western mayor can possibly understand the diverse and puzzling problems which Mayor Wu faces every day. For example, while drunkenness is virtually no social problem in Shanghai, Wu has to concern himself with an estimated 100,000 citizens who are confirmed opium addicts. He started a campaign last year for voluntary reformation, but only 6,000 addicts, including some Chinese movie stars, registered with the police. Now a "head of the house" hostage system has been devised. Again, more a threat than anything else, this means that the head of any household must also go to jail when an opium smoker is arrested on his premises. Mayor Wu's police chief hopes this will be effective but he admits that Shanghai's addicts "can sell their children or go without food or drink, but they can't stop smoking opium."

An even more consuming problem for Mayor Wu is dealing with labor, since Shanghai is the industrial keystone of the Chinese government's shaky economy. It is one of the mayor's first duties to see to it that a profit is made from the big new textile industry seized from the Japanese as a prize of war. So far the mayor has succeeded, but not without one crisis after another. The first occurred last January when 87,000 millworkers, conscious that profits were indeed being made, threatened to strike unless given a New Year's bonus of five months' extra pay. The New Year's bonus was an old custom, since that is the time Chinese traditionally pay up all their bills or, in some cases, hide out in one of the city's many steam baths until the deadline is passed and the creditor is foiled for another year. But five months' pay seemed excessive. Resourceful as always, Mayor Wu threw a big tea party where social contact with himself and other high dignitaries



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EASY TO USE

Button is pressed to direct flow of water through detergent chamber for washing, released to direct water through spray chamber for non-splash rinsing. No motor...no electricity.



Has two brushes: Nylon for washing dishes...brass wire for pots and pans.



Uses "Brite-Wash" special detergent designed to fit chamber. Costs less than one cent per average dishwashing. (Bar soap may be used.) 24 cakes of detergent available in large economy size - \$2.40.

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*Patent pending Handi-Mite Brite-Wash Trademarks reg.



MASS MARRIAGES, which are encouraged by the central government to combat tradition of expensive weddings, are one of Mayor Wu's many duties. Here he poses with 24 happy couples he united in one 15-minute ceremony.

SHANGHAI MAYOR CONTINUED

gave the union officials so much face that they accepted 40 days' extra pay instead. The savings to the government were counted in tens of billions of Chinese dollars.

Mayor Wu is still trying to think of an equally efficacious strategy for dealing with the city's streetcar operators. These civil servants used the tried-and-true method of the slowdown but have added a Chinese refinement. Once, when they were particularly irritated by the outcome of negotiations, they ran their regular routes, on schedule but without collecting any fares. The passengers, naturally, supported the "strike" by riding all over Shanghai free of charge.

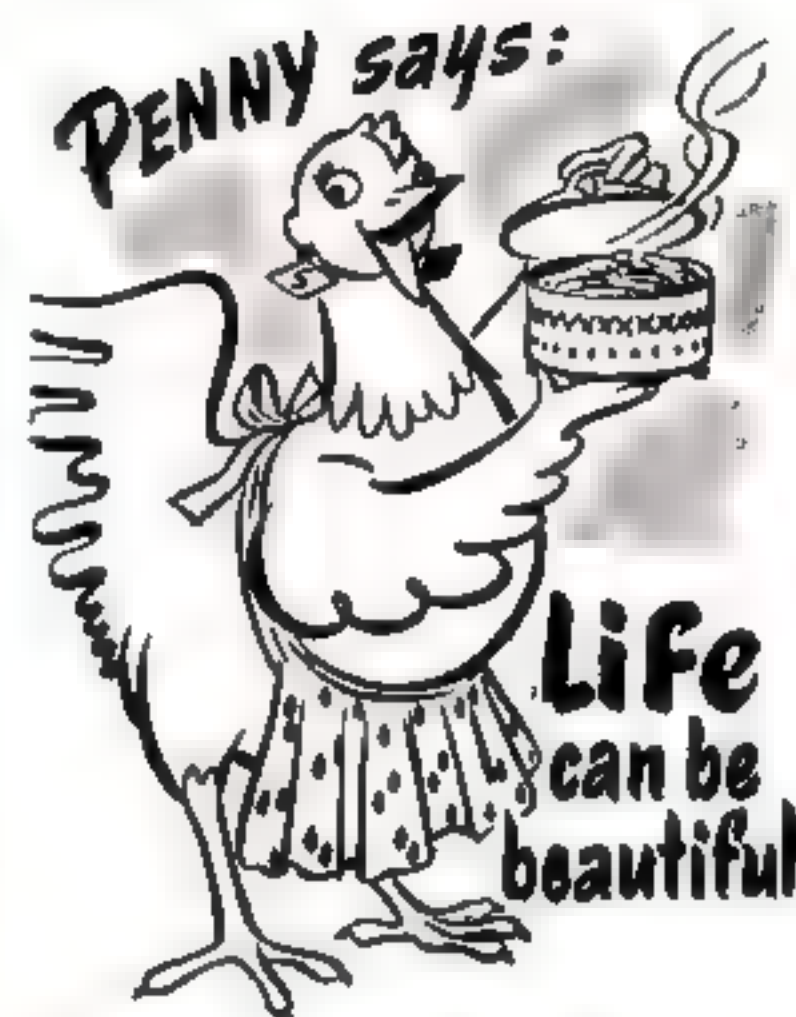
A more desperate problem confronted Mayor Wu last winter when Shanghai's 514 fire fighters announced that they were going to resign in a body. Someone had accused them of permitting a fire to burn for 13 hours and consume eight houses because the homeowners refused to give them 200 gold bars as a "tip." The firemen, it was charged, had enjoyed themselves eating candy, drinking rice wine and cracking watermelon seeds and had then helped themselves to whatever gold bars were lying around after the fire was over. The fire fighters, an extremely sensitive group, complained to Mayor Wu that hereafter they would be accused of theft or bribery whether they put out a fire or not. Obviously, they reasoned, their only course was to resign. Mayor Wu nodded understandingly and then explained patiently that officialdom never deigns to take notice of unproved or slanderous accusations. The firemen were part of officialdom, like the mayor. Therefore they could disregard the whole problem and stay on the job. They did.

The mayor's labor problems nearly always trace back to the Chinese inflation, which is his most persistent troublemaker. The handiest way to gauge the day-to-day fluctuations in the high cost of living is to find out the current charge for "key money" in obtaining rentals. It takes anywhere from \$5,000 to \$20,000 in U.S. dollars to obtain the key to enter an average apartment, and the rent must be paid for a year or two in advance. The inflation makes nonsense of ordinary business. Labor and dockage costs are so high that it usually costs more to move a small cargo one mile across the river from the dockside to the city than to carry it 7,000 miles across the Pacific.

Surplus of corpses

SHANGHAI'S preposterously high cost of living, like that everywhere else in China, follows the Chinese right to the grave. In the city's largest cemetery grave lots are prohibitively expensive because lot holders are profiteering on sites they reserved as long as 25 years ago and are now selling while they can get huge prices.

This problem is complicated by a surplus of 100,000 dead bodies in the city morgues. It is the wish of every Chinese to be buried in



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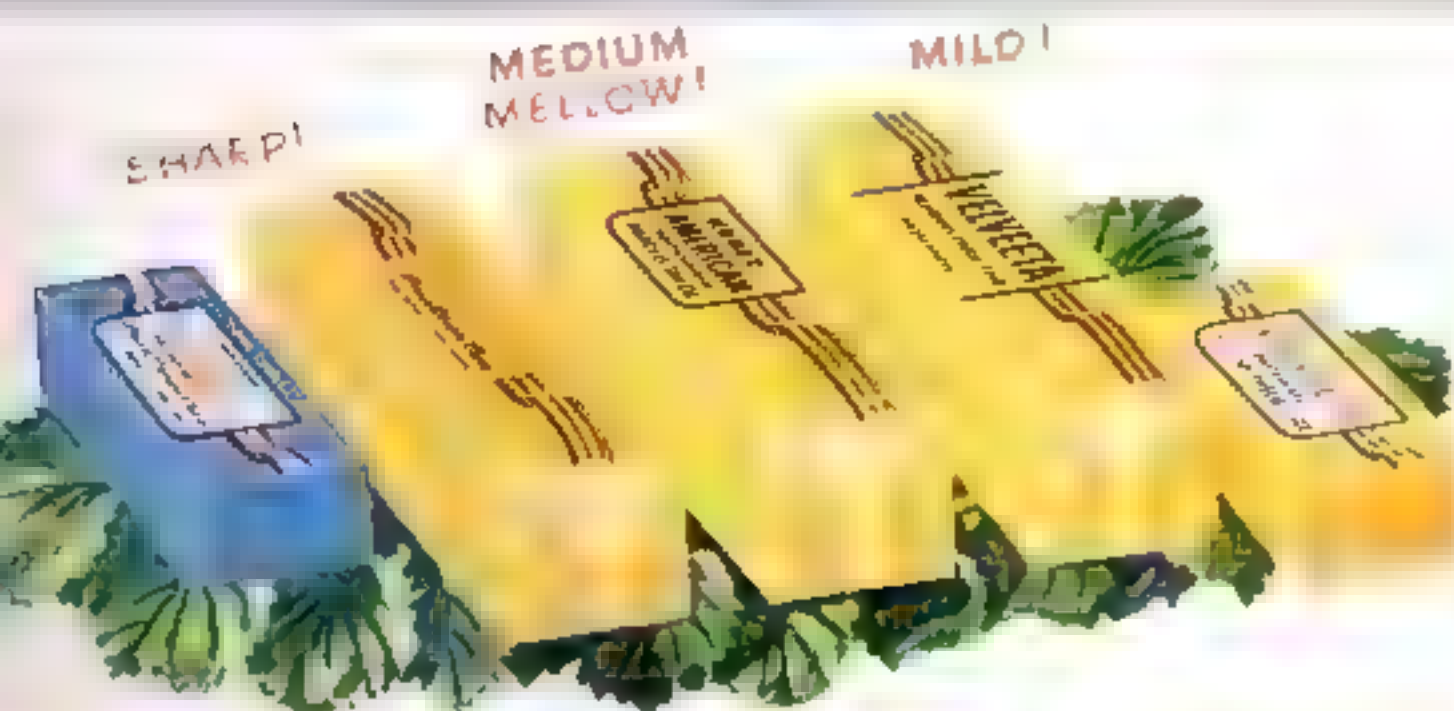
Pack the half-pounder of Kraft American in the picnic basket. Keep a two-pound loaf of Kraft American in the refrigerator for cooking and snacks. Or, (after you've *seen* the name Kraft American on your dealer's big five-pound loaf) get sandwich-size slices.

This summer, cheeselovers, you can let yourselves go—have all the mellow Kraft American Cheese sandwiches you want. Have 'em cold; have 'em hot, have 'em often now that there's plenty of your favorite cheese to be had!

BROILED OPEN-FACE SANDWICH. Toast a slice of bread (crusts trimmed) on one side. Spread untoasted side with Kraft Mayonnaise, cover with a slice of peeled tomato, then a slice of Kraft American. Top with two strips of partially broiled bacon. Place sandwiches under low broiler heat or in moderate oven, 350°, until cheese is melted and bacon is crisp.



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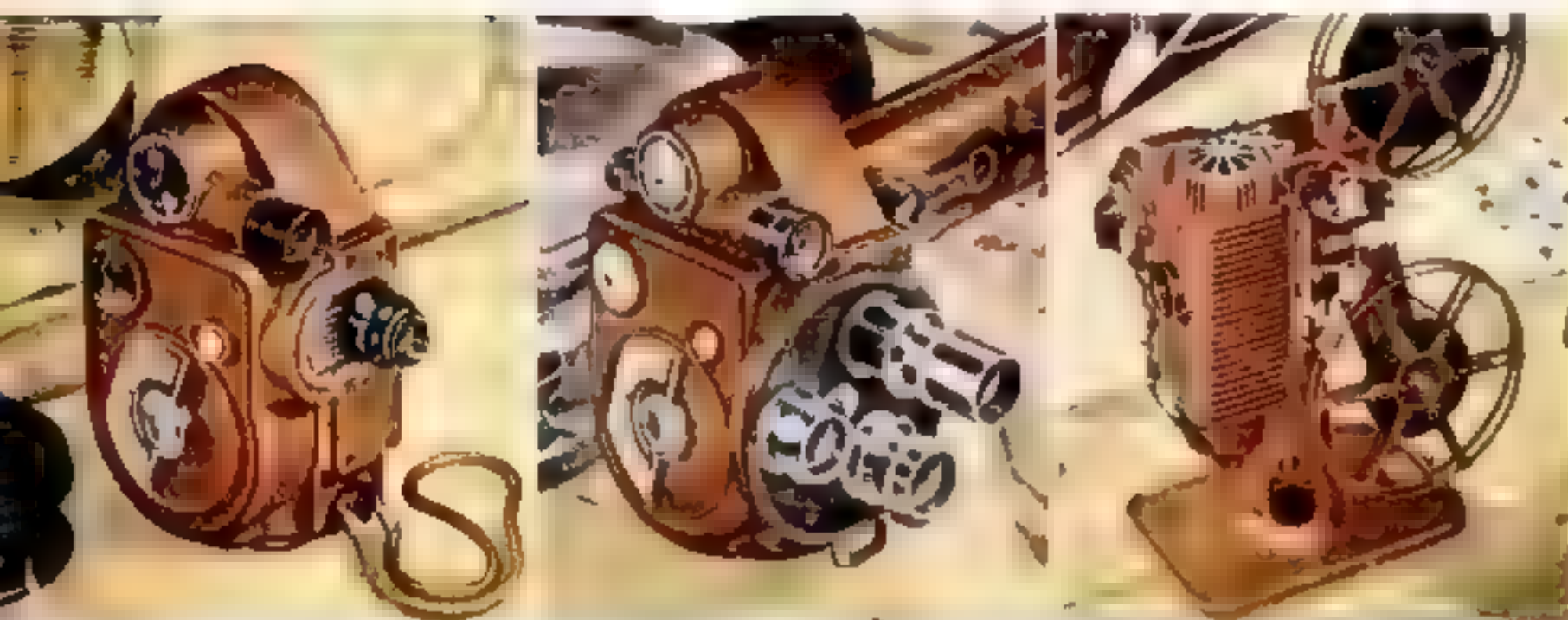
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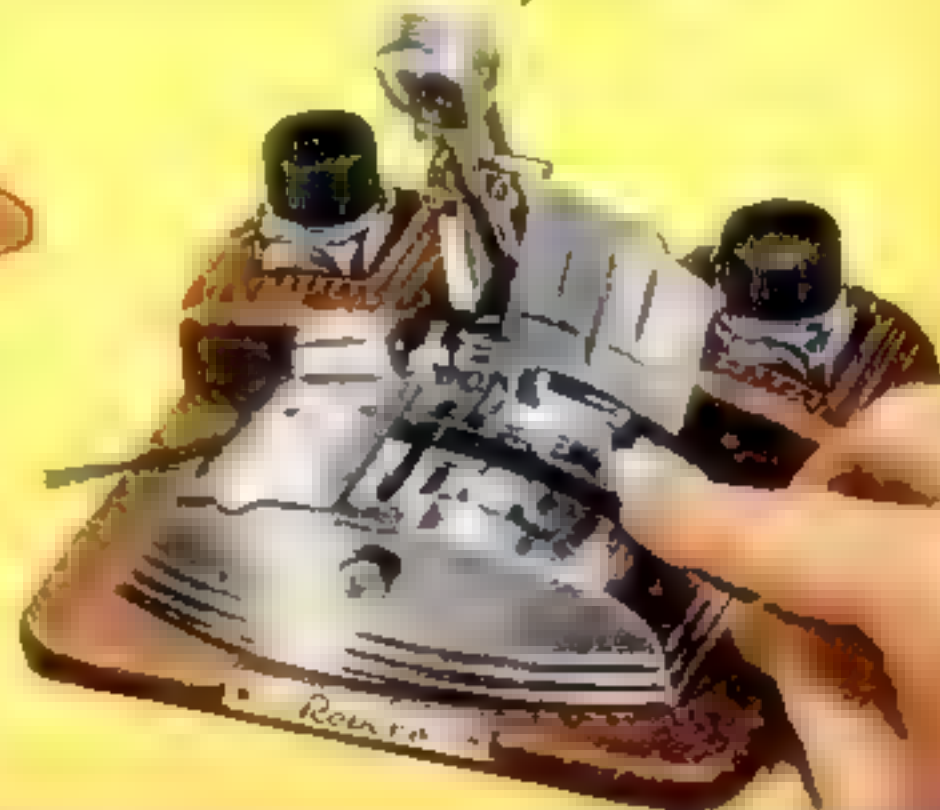
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SHANGHAI MAYOR CONTINUED

his ancestral village, but during the war there was no transportation to move the corpses. Mayor Wu ruled last autumn that no dead body could stay aboveground longer than 30 days. But now transportation costs too much and the glut of coffins remains in underground storage spaces, and rental spaces for such coffins (with bodies in them) has risen from \$40,000 to \$700,000 semiannually. (This, of course, is in Chinese dollars, 12,000 of which are currently worth one U.S. dollar.)

One of Mayor Wu's more ticklish problems has been his recent dealings with the Chinese university students, some of whom hold parades and demonstrations against the government while others parade and demonstrate against those who have just paraded and demonstrated. Wu's part in these troubles hit a hectic high on the night of May 13. He was roused from bed by word that 2,800 National Chiao Tung University students had just stolen a 20-car freight train. They were trying to run it to Nanking to protest about some changes in school curriculum. In his bulletproof limousine Wu sped to the scene of trouble. At first the mayor held his listeners not by his eloquence, although it was considerable, but only because the railroad administration had thoughtfully torn up some rails and stopped the train. Yet as dawn came and the mayor refreshed himself occasionally with chocolate bars and Coca-Colas (which his press secretary always packs for such emergencies), his persuasiveness began to tell. At 8 a.m., 24 hours after they threatened to run over him with buses if he blocked the campus exit, the rebellious collegians' will was broken. Shouting "Thanks, Mayor!" they piled out of the borrowed boxcars and went back to school.

Communism among students draws sterner measures. Wu regards dealings with Shanghai's "subversive elements" as his toughest problem. "Whatever is done," he says, "they try to undo. If I were a warlord, I could have them shot. If I were a Communist, I could liquidate them. I am a democrat and my hands are tied."

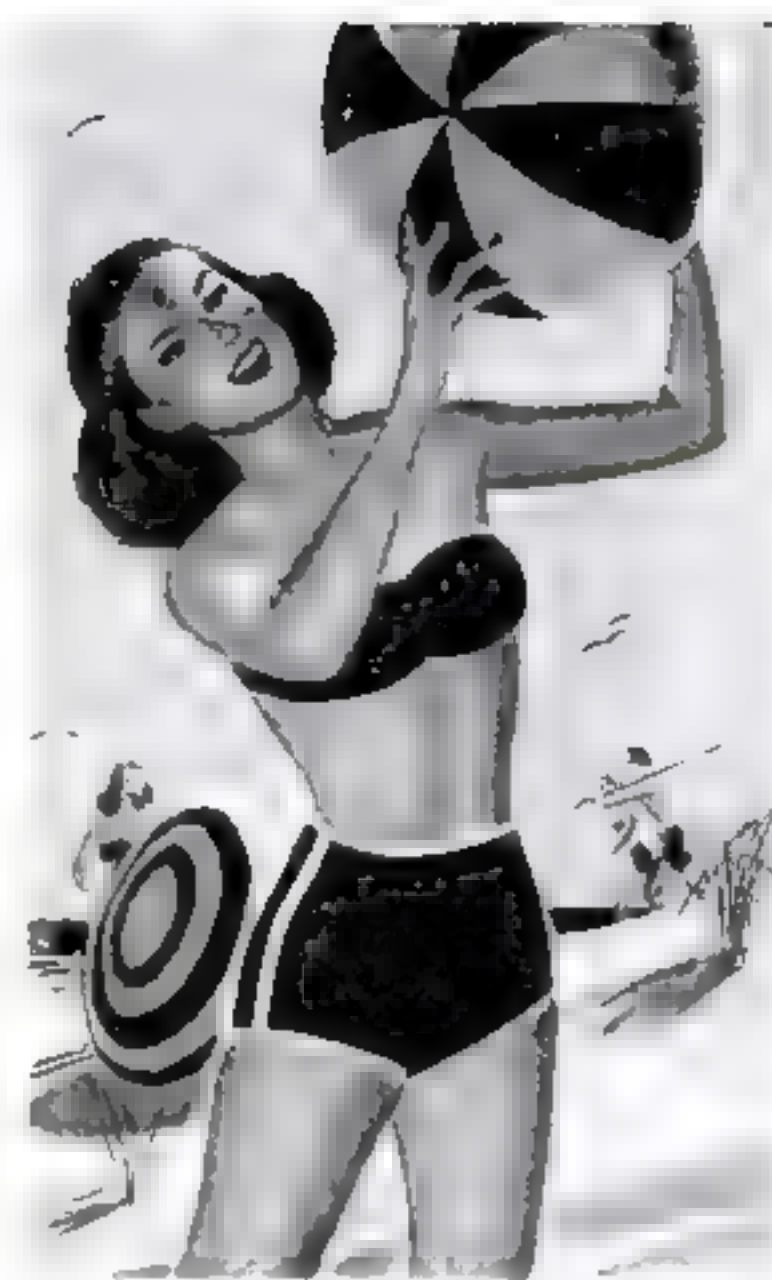
In some cases, his friends believe, the mayor, with his understanding of Western justice, often finds it hard to accept standard Chinese police methods. But under martial law, which came with the war and has remained loosely in Shanghai since 1945, he can and does act ruthlessly on occasion. One weekend last December Mayor Wu halted a riot by loading the downtown streets with heavily armed police and militiamen and ordering them to "strike and kill without discussion." The threat alone was sufficient to restore the city to the normal, relatively peaceful state of grand-scale confusion with which the mayor must regularly cope.

The "peach forest"

LIKE many another man in a troubled world Mayor Wu has been caught between what he believes and what he knows. He has tried to moderate the army's concept of the use of power in favor of more democratic procedures. Yet more frequently now he tells friends that "Shanghai is making me a diehard." He points to the fact that Communist guerrillas in North China have shortened Shanghai's already low fuel supply and that fighting north of the Yangtze in Kiangsu province has restricted the flow of food to Shanghai and raised food prices in general. It is not the Communist plan, Wu believes, to give men like himself a chance to run the government well.

These are merely abnormalities superimposed upon Shanghai's other normalities—gold hoarding, hotel rooms at \$150,000 a night, small boys peddling blackjacks in public, a beggars' union, homeless children dying nightly on the streets. Old China hands never have seen the city more frantically busy or ricksha coolies with so many paper dollars in their knee-length cotton pants. In Shanghai's dim alleyways the scrambling millions have never sought the "peach forest" (a fabled never-never land of peace and happiness) so avidly.

None of them pursues it more vigorously than Mayor Wu. Every morning he is up at 7 a.m., at the office by 8:30, to the heel-clicking accompaniment of salutes by black-clad police. In his office, which his polylingual secretary, Miss Bonnie Liu, calls "the first-aid room" because of its many emergencies, Wu jumps from crisis to crisis by telephone. He has seven phones, so many that an extension had to be built to his desk to hold them all. Looking like an animated cartoon of the busy executive, he operates this way far into the evening. His application has had its results. Although by Western standards the city's administration could be called poor, by Eastern standards it is excellent. Wu has operated Shanghai's government without subsidy from the central government, a unique situation. Just as unique is the fact that he has balanced the city's budget, an admirable feat in view of the budget's size. It runs to some \$300 billion (Chinese) and looks like the U.S. national debt. As far as



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SOME OF WU'S WOES



SHOPS ARE STORMED when government offers cheap rice. Inflation makes rice so expensive that many Chinese cannot buy except at government prices.

SHANGHAI MAYOR CONTINUED

Wu knows, this budget-balancing feat is unprecedented in Chinese history. He has also shown himself to be a shrewd local politician. Using the technique familiar in many an American city, Wu prevailed upon the city council last year to levy a municipal reconstruction tax. The hope was that it would produce \$18 billion by the end of 1946, but it produced twice as much. Inevitably, however, it raised a great cry from those whom the tax hit hardest. The city council, of course, felt the wrath. Then Mayor Wu pulled a new Chinese switch on the old American technique. He proposed a tax reduction and gave credit for the idea to the council in such a way that there could be no doubt as to whose idea it really was.



STUDENT VIOLENCE flares periodically. Last May undergraduates from 36 colleges invaded city hall (above) after police had manhandled two students.



BEGGARS

STARVING FAMILIES, like this deserted mother and her two children, are commonplace on Shanghai streets. Many write out troubles on placards (center).

"That is Chinese tact," he explains. "I think it will make things smoother."

While all his troubles surge about him, Mayor Wu takes strength from the symbolic fact that his Chinese name, Kuo-Cheng, means "Pillar of a Nation." It was given him by his parents soon after his birth in October 1903 at the Wu family's ancestral village above the Yangtze gorges. His father, a farmer's son who attended Japan's Army Cadet School, directed military training for the old Imperial government and enrolled his son in school at Peking. Wu was ready for high school at 10 and there shared the front row with another small companion named Chou En-lai, who later showed up as the Communist general representing Yen-an province during General Marshall's abortive peace-seeking trip to China in 1946.

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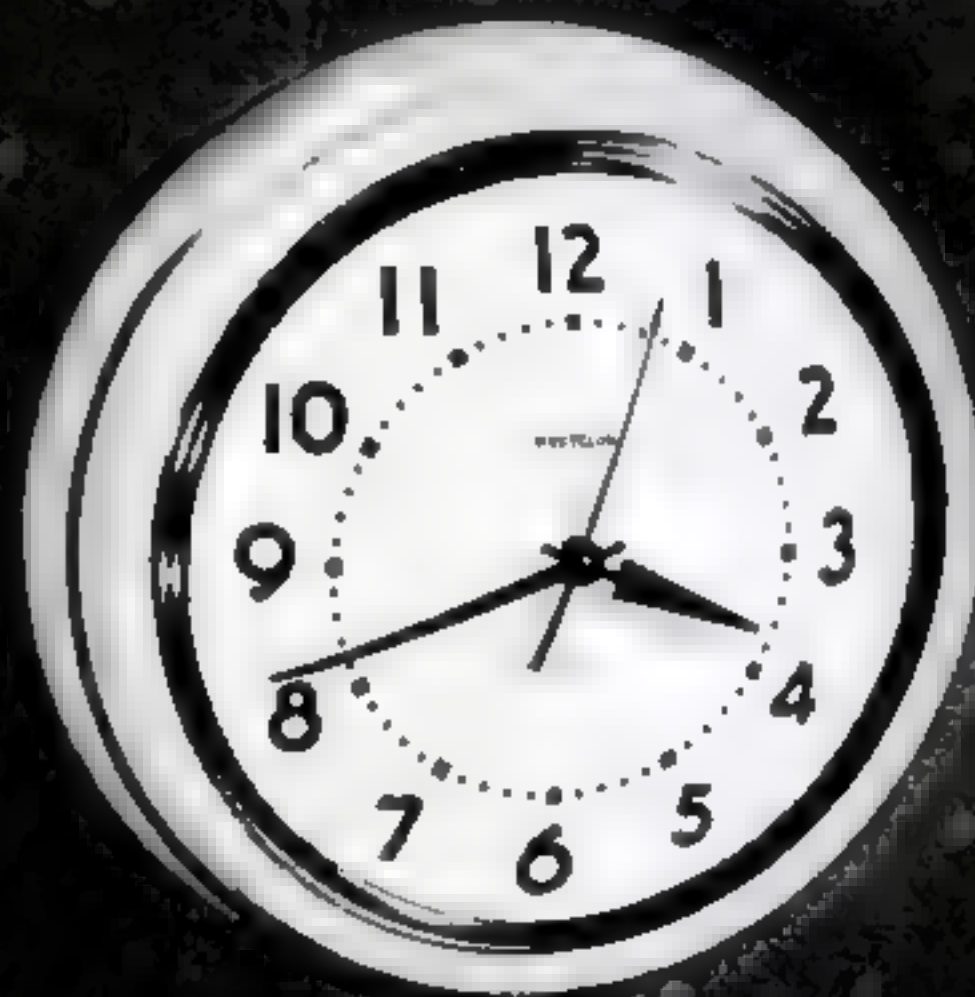
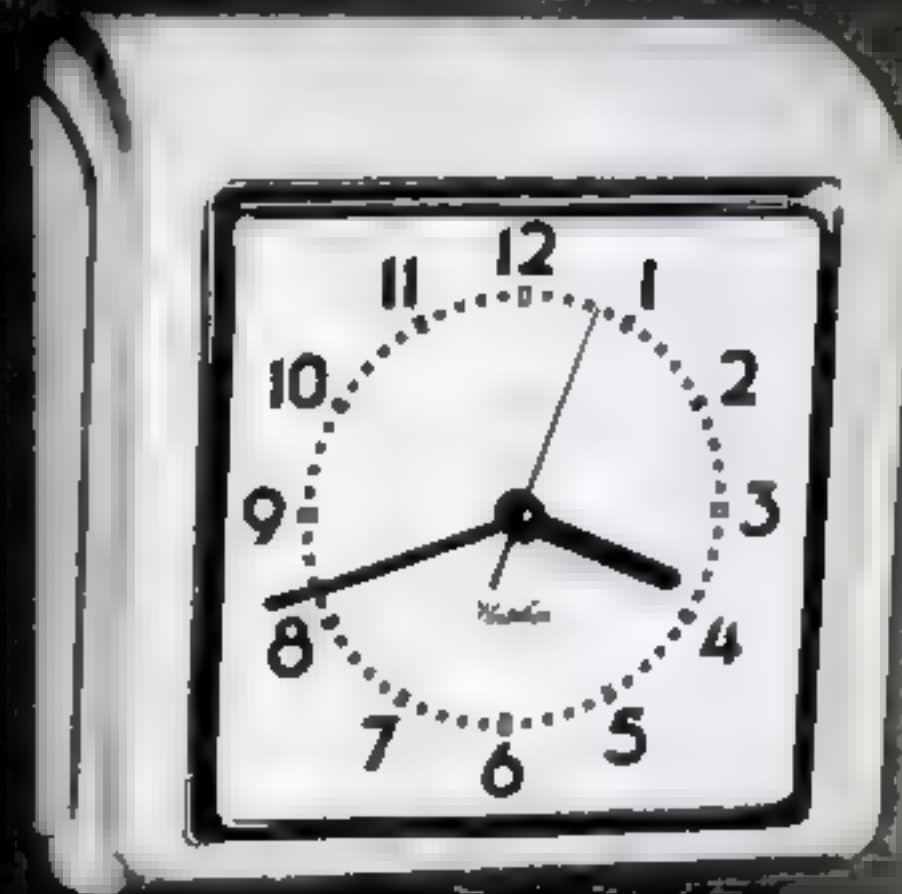


CORPSES

UNBURIED DEAD in overcrowded morgues create Shanghai health problem. Bodies cannot be buried because Chinese wish to be carried to ancestral village.



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Gentlemen:

I've always wanted a tobacco with flavor. And I mean tobacco flavor—not molasses, not apples, not honey, not Chinese punk. This thing in my teeth is a pipe—not an incense burner!

And then I wanted to keep my pipe going strong—in a mild way—a tobacco I could smoke all day long without putting my brain in a tail-spin.

And no tongue-bite, understand? That's all right in tamales, but not in my tobacco, please!

I wanted—Well, I had just about decided I wanted too much from my tobacco. And then one day I met a friend. He had his pipe in his mouth and seemed to be getting a whole lot of enjoyment out of it. Some of his smoke came my way, and—Hum-m-m-m... Not bad. Not bad at all.

I said: "Pardon me, but that tobacco you're smoking—"

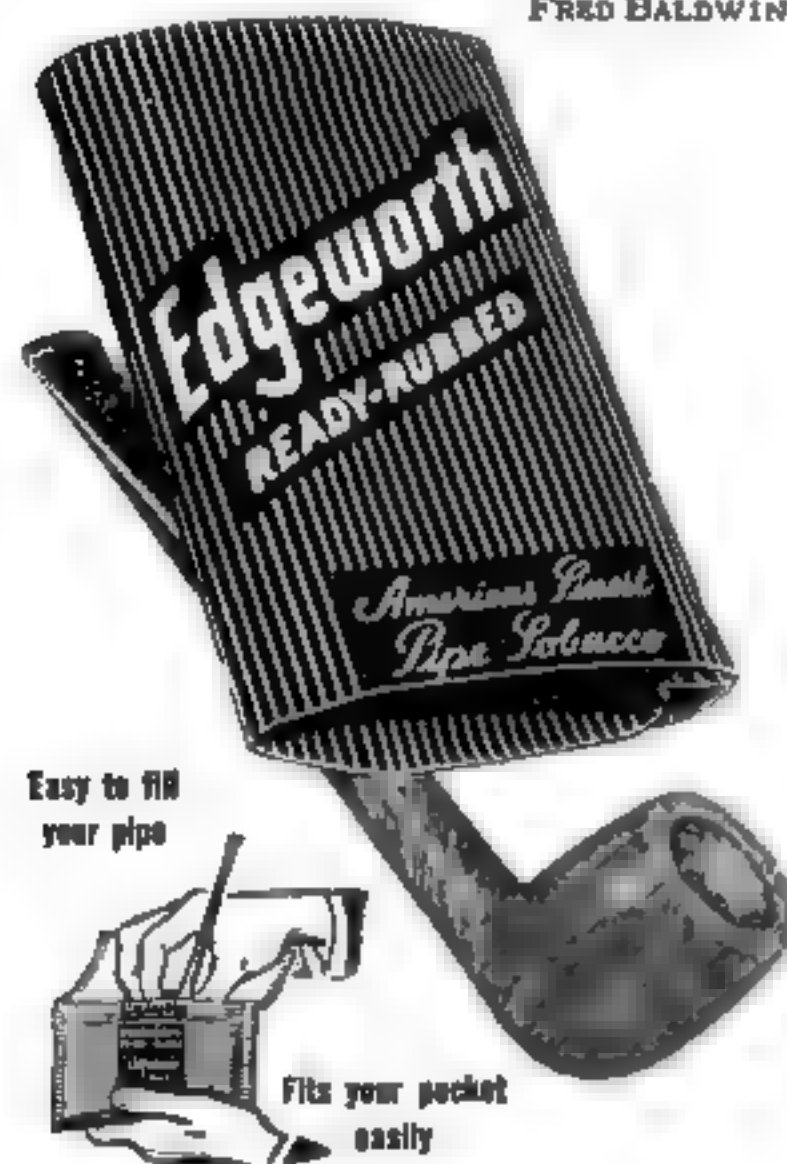
"Like it?" He beamed at me. "Here, try a pipeful." And he handed me his Edgeworth pouch.

Then and there I found what I had been looking for, right under my nose.

Man! That was no smoke ring my friend blew my way—that was a life preserver! That was Edgeworth!

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SHANGHAI MAYOR CONTINUED

After high school and graduation at the age of 17 from the Chinese equivalent of a U.S. junior college, Wu followed the advice of an American professor and enrolled in a small U.S. college. He chose Grinnell (Iowa), where he received straight A's in all courses except city government. His Government professor explained, "You are the best in the class but nobody should have all A's." He went on to seek his doctorate at Princeton, where forthright old Dean Andrew West, an elder statesman among academicians, gazed down on the pint-sized young Chinese and said, "Young man, you are immature."

"Sir," replied Wu, "to judge maturity by the criterion of age is an immature thought in itself." "You are admitted," said the dean.

After a year at Princeton, Wu won the Nova Caesaria scholarship and the next year won the coveted Procter fellowship. This gave him \$1,200 a year, which along with an allowance of \$80 a month from his Chinese alma mater gave him a certain affluence. He toured 36 American states and attended summer schools at the University of Colorado and at Cornell.

In 1926 a Westernized and highly educated young Dr. Wu returned to China, where Chiang Kai-shek's Kuomintang revolution was sweeping up from the south and filling the hearts of all young men with fervent nationalism. Wu served the cause at Shanghai, but after 18 months he hungered for his native province of Hupeh. He returned for a visit and while there wrote the provincial warlord-dictator a long memorandum gratuitously proposing a program of tax reforms. Receiving no reply, he wrote another letter, this time scolding the great man for such indifference. The provincial dictator immediately appointed him director of the provincial tobacco- and wine-tax bureau. Shortly the taxes were rolling into Hupeh's provincial coffers. Attracted by this enviable showing, Hankow's mayor lured the young tax collector into the city government. In six months Hankow was out of the red. Then, just five years out of Princeton, K. C. Wu became commissioner of finance for Hupeh province. In that job he met Chiang Kai-shek, to whom his fortunes have subsequently been tied.

Courtship and croquet

HE also met romance. In Hankow lived two famously beautiful young sisters named Huang, whose father was director of China's biggest iron- and steelworks. The elder of the sisters, Cho Chun, was 17 when Wu first met her. Following a three-year courtship and Wu's conversion to her Christian faith, they were married. Madame Wu, now 36 and the mother of four children, is considered one of the most beautiful women in China and Shanghai's most charming hostess.

When he can leave his worries for a few hours, as he tries to do on Sundays, the mayor takes a quiet delight in playing croquet with his family at his official residence. The family budget provides for 10 regular servants, with extra help for parties. Madame Wu trains the servants in serving techniques by using the children as stand-ins for guests.

A spectacular sort of "failure" has marked the Wu career on two occasions. Both of them have been connected with disasters which any insurance man would regard more as acts of God than as acts of Wu. Nevertheless they prove the political axiom that in government even such heads as K. C. Wu's must fall occasionally. The first of his failures came at Hankow with the great flood of 1931 while Wu, a bridegroom, was stationed there as the new commissioner of finance for the province of Hupeh. In that position he was responsible for collecting taxes. The flood swept over 46 of the province's 71 districts, including the richest farm areas, destroying the sources of taxation. "It ruined everything, including me," he explains. "I had to resign after 10 months. There was nothing I could do about it." Very shortly, however, he was taken to Nanking as a personal secretary to Chiang Kai-shek. A year later the Generalissimo threw out the old mayor of Hankow and appointed the 28-year-old Princetonian. Wu stayed on as Hankow's mayor until 3 o'clock on the morning of Oct. 25, 1938; the Japanese captured the city at noon.

The second failure came at Chungking. In 1939 the Japanese bombings were so effective that the city was suffering half of China's total casualties. The Generalissimo asked Wu to be mayor of Chungking in May, but Wu begged off, explaining that he was unfamiliar with the city. In November, however, the Generalissimo appointed him without further consultation and pointed out that Chungking's chilly blanket of winter fog would give the new mayor time to prepare for the spring and summer air raids. Throughout the winter, under Wu's direction, thousands of laborers tunneled into the rock on which the city is built, gouging out

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CONTINUED ON PAGE 31

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SHANGHAI MAYOR CONTINUED

vast air-raid shelters. When the first raids came in the spring of 1940, the fire department unheroically went into hiding, but Mayor Wu walked out through the smoking debris, found the firemen and politely asked them to come out and fight the fires. They were so ashamed they never ran away again, even when two assistant chiefs were killed. Then, early in June 1941, came a great disaster. After a minor air raid 6,000 Chungking inhabitants were pouring back out of the city's biggest shelter when they spotted some Chinese planes and mistook them for the enemy. Stamped back into the tunnel, hundreds of people were caught in a great crushing tangle. Rushing to the scene, Mayor Wu and his police tried to disentangle them. But while he struggled helplessly 988 people crushed or smothered each other. Chiang Kai-shek, infuriated and needing someone to blame, dismissed Mayor Wu. At the same time, however, he announced that Wu would be able to keep his post, unofficially but with even greater powers. "This," explains Mayor Wu, "is the Chinese way."

A year later Wu moved into the field of diplomacy. He was appointed political vice minister of foreign affairs and was the acting minister in Chungking for most of the two years that Minister T. V. Soong spent in Washington. Wu soon found that speaking his mind quickly on foreign affairs was dangerous and took up chain-smoking so that he could be more deliberate in finding answers to questions. For a while he was known as "Wordless Wu."

During this period Wu also learned some other tricks of the diplomatic trade. The story goes that when Wendell Willkie visited Chungking he saw a dense crowd of people jostling each other outside a rice shop in a frantic effort to buy the cheap rice which the government was selling to the people.

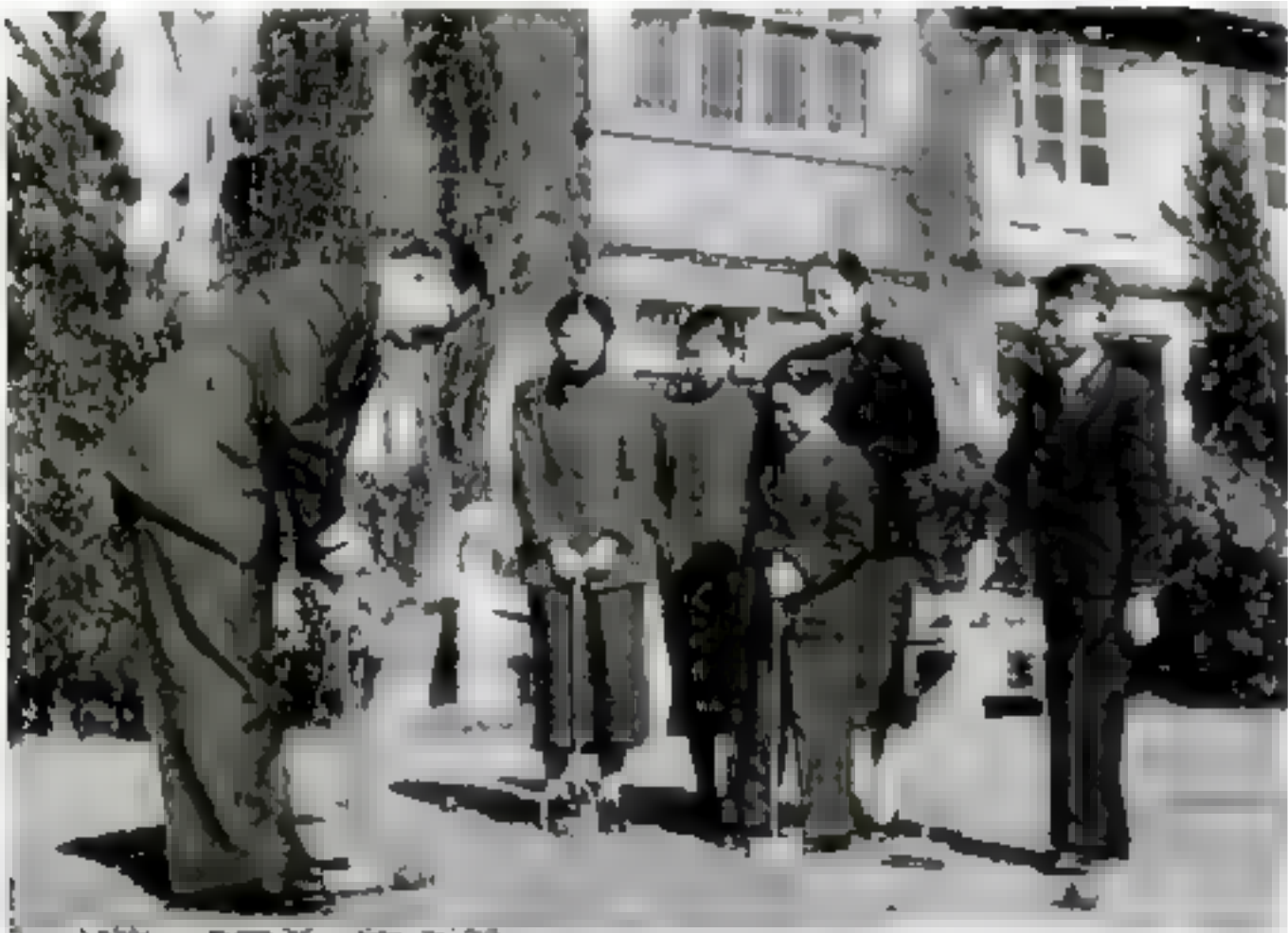
"What are those people doing?" asked Willkie.

"They are buying war bonds," Wu explained blandly.

In September 1945, Wu became minister of information, where he served until one day in May 1946 when Chiang suddenly appointed him mayor of Shanghai. His rise has been precipitous, particularly in China where age is the surest criterion of public respect and where any young man is likely to annoy his elders. Among some of the Kuomintang's ranking elder statesmen Wu is regarded as an ambitious upstart who acts from expediency rather than from soundly considered decisions. He is also a puzzle because he has attained power as a public administrator rather than as a warlord, general, banker, party dignitary or sage.

One Westerner who has known Wu since the great days in Chungking regards him, somewhat overdramatically, as a "classic tragedy"—a brilliant and decisive mind, trained in Western conceptions of government, beating uselessly against China's inflexible wall of ancient customs and corruption. Evidently the thought that he is trying vainly to improve what cannot be improved has crossed his mind at times. Once he said wistfully, "I haven't accomplished much here when you come to the bottom of it. There is no basic solution for it. In 10 years' time, if China is sound, Shanghai will develop."

At other times Wu remembers that 10 years in China's life is like the passing beat of a night bird's wings and that where greatness was before there can be greatness again. To regain that greatness, men with the mind, the training and the energy of Mayor Wu face one of the real challenges of this age.




THE WUS make a custom of playing croquet on lawn of their Shanghai home every Sunday. The children are (left to right) Shiu-yung, 14; Shiu-hwei, 13; Shiu-huang, 9, and Shiu-kwang, 12. All inherit their mother's famed beauty.

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**Don't Write it—
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How much easier to pick up a microphone and talk to your family or friends. All the warmth, inflection and personality of your voice reaches them on the easily mailed RECORDIO DISC.

RECORDIO DISCS are perfect for Holiday Greetings or Business Letters...they offer fast, economical recording. Special mailing envelopes carry your recordings in safety. RECORDIO DISCS are available in lightweight fiber base or long lasting, lustrous black aluminum base. Easily filed for future reference, they may be played back on any electric phonograph.

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CARVING THEIR INITIALS on a huge wine vat in the cellar of ancient Heidelberg Schloss (castle) are students Jim Jamison and Nancy Dierking. The vat, now empty, was

used during the 12th Century, when the old castle was the center of Heidelberg society and the scene of sumptuous banquets. It can reputedly hold more than 35,000 gallons.



UNIVERSITY SQUARE IS MECCA FOR ALL STUDENTS

Life Visits "Heidelberg High"

American teenagers go to school
in Germany's oldest university

Old Heidelberg, on the banks of the winding Neckar, with its air of *Gemuthlichkeit* and its ancient university (1386), has always been irresistible to American visitors. Now Heidelberg is charming a new generation of Americans, the children of occupation personnel who attend school at buildings of the university. Unlike their predecessors, who were usually captivated by the Heidelberg brand of Germanism, these postwar visitors are having at least as much effect on Heidelberg as Heidelberg has on them.

Around the cobble streets, wine cellars (*topfsale*) and beer-stained inns now stream by in swimmers clad in jeans and shirttails. Where headshaven students once fought saber duels, drank Pilsener and sang *Krambambuli* and *Gaudeamus*, young Americans listen to juke boxes and drink milkshakes. But although they cling to American customs, many are trying out German clothing, especially the Tyrolean hats and the Bavarian pattern pants called *Lederhosen* (*leecher*). Last week, however, they put these costumes aside to dress up for graduation, the first all-American commencement to be held on German soil.



AT THE INN, SCENE OF SIGMUND ROMBERG'S "STUDENT PRINCE," TOURING STUDENTS CLINK GLASSES AND SING



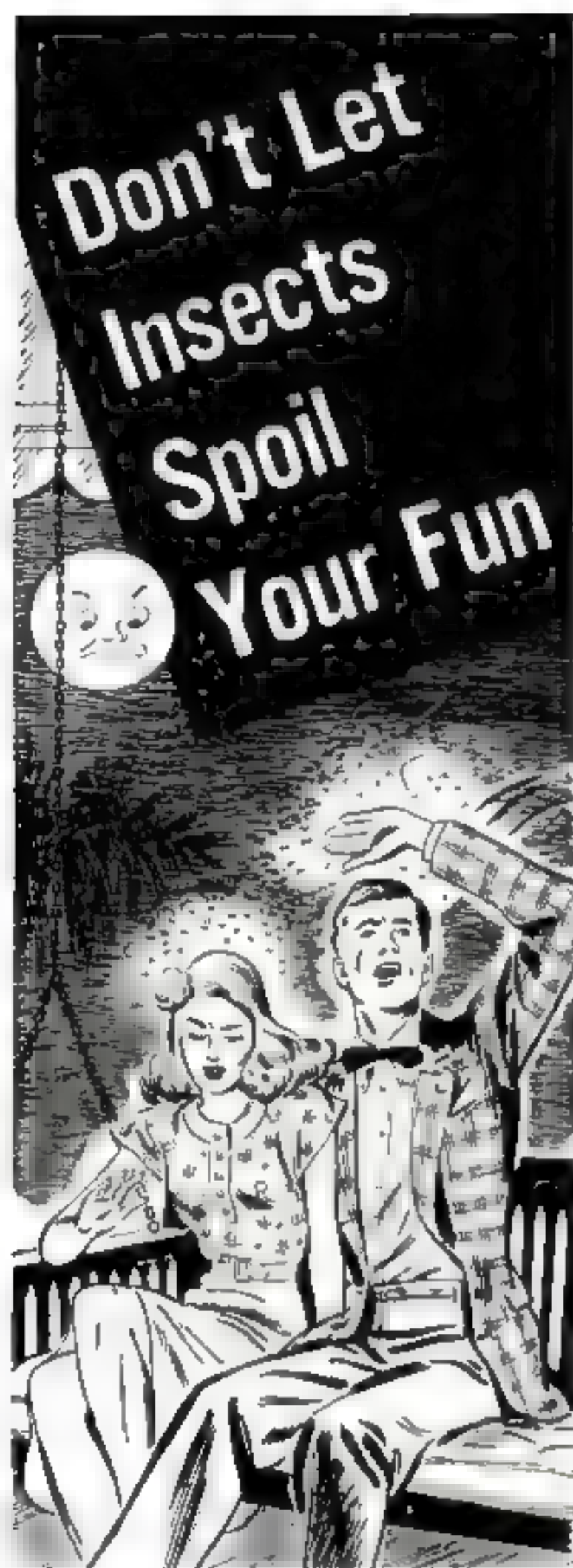
U.S. ARMY PATCHES on jacket (left) make contrast with German coats of arms on Jessie Campbell's sweater



STUDENT CAPS (*Studenten-Mützen*) of old university clubs are worn by Nancy Zigler and Maybelle Davis



MILKSHAKE provides an on-German touch of home for Margaret Raymond, who wears a tiny German saber.



UNXLD 448 REPELLENT Keeps Bugs Away 6 to 10 Hours

Now you can make the most of lovely summer days and nights outdoors. A little UNXLD Repellent wherever skin is exposed will keep you free of mosquitoes and other biting bugs all evening long. Spray it on your clothing, too. It will not harm the fabric, and bugs will not bite through for 7 to 10 days. Not greasy or sticky, UNXLD Repellent is pleasant and easy to use. It's available in vanishing-type cream or liquid form, whichever you prefer.

AT YOUR DRUG,
HARDWARE & PAINT,
OR SPORTING
GOODS COUNTER

(Write us your dealer's
name if he is out of stock)

75¢ each



UNEXCELLED CHEMICAL
CORPORATION

11 Park Place, New York 7, N.Y.



COMBINATION COSTUME worn by Maybelle Davis features German leather pants, American saddle shoes. Here she inspects castle ruins with Jim Cash.



IN THE OLD STUDENT PRISON Alia Clark looks at pictures, verses and markings of former inmates. Motto at the top reads, "One for all; all for one!"

REPAIR MEN HAIL MIRACLE MAINSRING

It overcomes frequent
trouble millions of
watch owners share

"Ping" goes the mainspring! Watch repair men have long been confronted with this difficulty. Even new springs just put into watches sometimes break. High humidity weather with a sudden drop in temperature can cause condensation of moisture inside the case. A pin point of rust begins—and there is where the spring breaks.

The finest steel mainsprings ever made will rust. But now comes Elgin's miracle mainspring: DuralPower®. Hailed as the most important watch-making development in over 200 years the DuralPower Mainspring will not rust. It's made of an entirely new alloy. Retains its "springiness" indefinitely for greater accuracy through the years.

This new Elgin mainspring eliminates 99% of repairs due to steel mainspring failures. Only Elgin Watches including Lord and Lady Elgins and Elgin De Luxe have the DuralPower Mainspring, and at no extra cost. Look for the symbol "dp" on the dial. Also at repair shops for replacement in many previous Elgin models. Elgin National Watch Co., Elgin and Aurora, Ill., Lincoln, Neb.

*Patent Pending

APARTMENTS • PORCHES • TRAILERS

YVONNE DI CARLO
"S AVE GIRL"

HANDY STOVE

Efficient as a large range... yet the Gill Electric Stove is table-size and portable! Cooks a complete dinner for six. The Broiler-Oven bakes, roasts, toasts or broils. Plug it in anywhere, no special wiring. Ask your dealer.

- STAINLESS STEEL TOP
- ALUMINUM SIDES
- ADJUSTABLE HEAT CONTROL
- BROILER-OVEN
- CAST ALUMINUM GRIDDLE

200-1650 Watts—110-120 Volts AC or DC

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CITRUS AVE., REDLANDS, CALIFORNIA

BARBECUES • APARTMENTS • PORCHES



I beg your pardon, but your slip is showing . . .

Your slip because it's self-conforming, and moulds itself to you . . . to your bust, to your hips, to your midriff. It's the new Corette that took seven years to perfect. The all-bias slip designed with four one-piece panels from the neck to the hem. It keeps to your new dress hemline while you walk, when you sit.

Short, average or tall, it's *your slip* because it's made in *your* length. But most of all, *your slip* because it's a Corette, the slip more women prefer for day in, day out wear. Of tub-loving rayon crepe, sewn with the finest stitches, and long-wearing re-inforced seams. Yes, your slip is showing . . . now . . . at leading stores.

COLORS: White, Petal Pink, Black. **SIZES:** Short 31-37; Regular 32-44; Long 34-40. **PRICE:** \$4.

If not available in your community, send check or money order. State bust size, height, inches from hemline to floor, and color choice. Corette Slips, 118 Madison Ave., N. Y. 16.



*Corette
slips*

Sing to the tune of the Pepsi-Cola Jingle.

THAT PENGUIN IS AN ACTOR,
PLUS!---



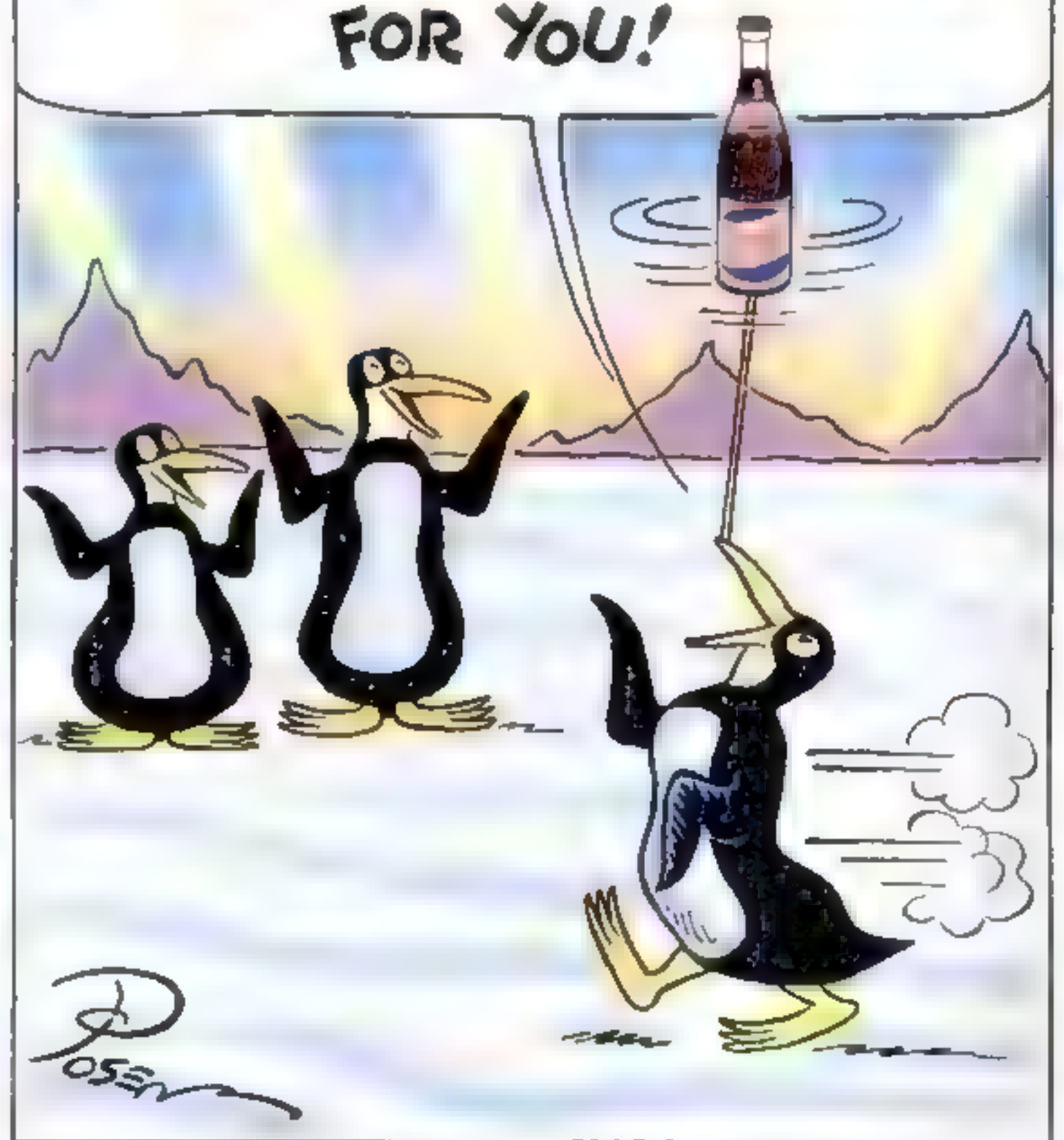
A VERY ENTERTAINING
CUSS---



SAY, IMITATE A MAN FOR
US!---



PEPSI-COLA IS THE DRINK
FOR YOU!



POSEN



AFTERNOON DANCE is held by pupils on the terrace of Heidelberg castle, dominated by centuries-old tower. Castle was scene of the commencement.



GIRLS' DORMITORY is in a building located on the Schlossberg (castle mountain). To get to this room girls have to climb 128 steps from the street below.



WATCH FOR
Lassie's MGM Pictures
AT YOUR
FAVORITE THEATRE

LASSIE *IN PERSON* is on the AIR!

Famous MGM dog starred in "THE LASSIE SHOW" ABC Network for

RED HEART DOG FOOD*

TUNE IN every Sunday afternoon and hear Lassie "in person"! The dog who won your heart with her screen performances—is now on the air! Starring in a dramatic series of heartwarming dog stories. Featured with Lassie is a top-notch cast—and her trainer, Rudd Weatherwax, with tips for your dog!

TUNE YOUR DOG IN to the 3 flavors of canned Red Heart, America's favorite dog food... and Lassie's favorite, too! For the 3 Red Heart flavors are the ones actual tests have proved dogs love most: Diet A, beef flavor; Diet B, fish flavor; Diet C, cheese flavor. Each diet has exactly the same basic *full-nutrition* formula—only the flavor is different for mealtime variety!

Improved, ready-to-serve Red Heart contains all 10 vital Amino Acids plus *all the other body-building food elements your dog needs every day.*

THE TIME:



Every Sunday afternoon
at 2 P.M., E.D.S.T.;
2 P.M., C.D.S.T.;
1 P.M., M.S.T.;
or 12 noon, P.S.T.

THE PLACE:



Your favorite ABC station. Consult your newspaper.

THE ~~GIRL~~ dog!

The dog is Lassie, MGM's beautiful and talented collie star, seen and loved by millions.

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JOHN MURRELL & CO., MEAT PACKERS
GENERAL OFFICES, OTTUMWA, IOWA



**3-FLAVOR
DOG FOOD**





"If you ask me..."

"It's Macmillan for my car, lady. That's for sure.

"You see, I'm an independent dealer. Sell four or five good oils besides Macmillan. I see all kinds of oil—in all types of motors. So I *know* how the different brands stand up. That's why—it's Macmillan for *my* car."

EXPERT OPINION! With all the hundreds of brands available—*thousands upon thousands* of these independent dealers* (automobile experts) use Macmillan in their own cars. Here's why: Macmillan is guaranteed to remove hard carbon. Cleans as it lubricates. Resists heat, pressure. Protects vital moving parts with a

tough, lasting film. And Macmillan Ring-Free is different—UNIQUE—refined by an exclusive, patented process.

New car or old—make it Macmillan. For smoother, more power-full rides. For greater driving economy, stop at the red Macmillan sign—the sign of an expert.

ASK your independent Macmillan dealer whenever your car needs anything. He knows the what, why and wherefore of tires, spark-plugs, batteries and accessories. Ask him!

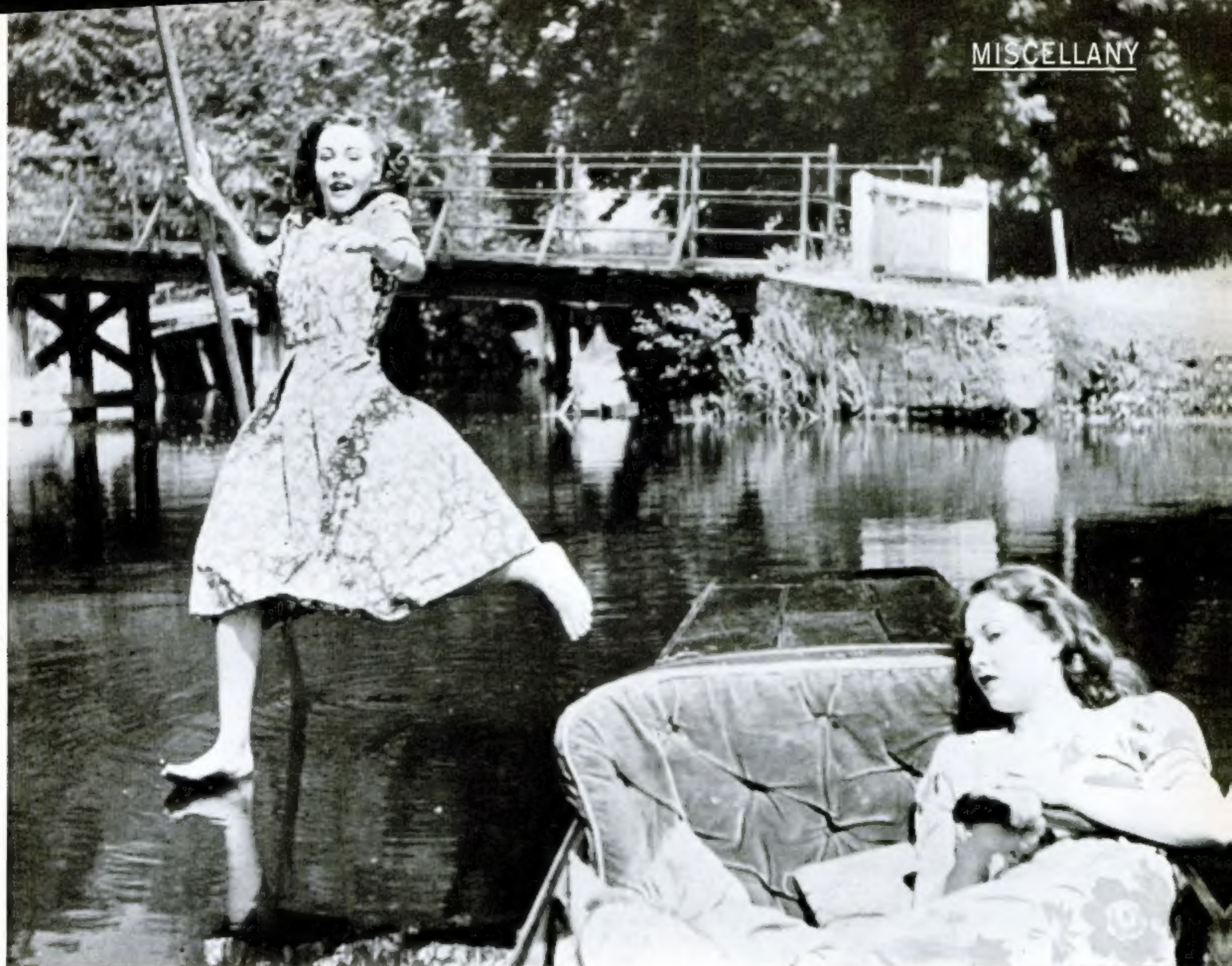


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Throughout the nation, **1000's ^{UPON} 1000's** of these dealers* say:

"I USE MACMILLAN IN MY CAR!"

* Experts—mechanics, garage men and service station operators. Each handles several brands of good oil including Macmillan.



WALKING ON WATER

The picture above shows Rosemary Preston, an English movie starlet, caught by a lucky movie-still photographer as she is apparently walking on water. Below: a second later, she meets the inevitable conclusion of such antics. Rosemary was out

for the traditional English sport of punting on the Thames. In a variant of a joke which grew hoary in the days of canal boating, she got caught hanging to a pole stuck in the mud, sacrificed a dry skin to produce a publicity gag for J. Arthur Rank.



"Me for CRUSH"



Filtered carbonated water . . .
juice of tree-ripened Valencia
Oranges, flavor of orange peel,
citric acid from lemon juice,
sugar syrup . . . that's
Orange-CRUSH!



Orange-Crush

CARBONATED BEVERAGE
Flavor Sealed in the Brown Bottle

Miscellany CONTINUED



SEEN FROM THE FRONT, "FOUR CHICKS AND CHUCK" SMILE CHEERILY

STRAIN FOR PUBLICITY

How hard a man will work to get his face in the papers is well demonstrated in the publicity picture above of Chuck Goldstein, singer of the radio quintet, "Four Chicks and Chuck." To produce an odd shot tailored to a narrow newspaper column, Mr. Goldstein smiled patiently for 15 minutes while the four chicks posed their aggregate 478 pounds on his aching back (*below*), finally had to be helped to his feet.



SEEN FROM THE SIDE, THE SAME GROUP SHOWS TENSION AND STRAIN



FOR PLEASANT MOMENTS—Says Patrick to Michael,
"Here's whiskey so smooth it's the top o' the evenin'!"
 PM de Luxe! . . . served with gardenias du jour . . .
 Now to light up the candles and call in the guests
 for a mellow Old-Fashioned good time!



IF IT ISN'T

PM

IT ISN'T AN EVENING

National Distillers Products Corporation, New York
 Blended Whiskey. 86 Proof. 70% Grain Neutral Spirits.

**EXPERIENCE
IS THE BEST
TEACHER!**



Elaine Decker
WELL-KNOWN FENCER

More people are smoking CAMELS than ever before

"The shortage taught me the big differences in cigarette quality," says Miss Decker

SMOKERS everywhere shared your experience with cigarettes, Miss Decker. They too smoked many different brands . . . and compared.

And millions found that experience is the best teacher . . . that for day-in and day-out smoking pleasure you just can't beat the rich, full flavor and the cool mildness of Camels. That's why today more people are smoking Camels than ever before. But, no matter how great the demand for Camels, this you can be sure of:

We don't tamper with Camel quality. Only choice tobaccos, properly aged, and blended in the time-honored Camel way, are used in Camels.



Getting cigarettes the hard way! It wasn't much fun, standing in line, taking any brand you could get. But that's when millions learned what cigarette suited them best—Camels!

H. J. Kreweh Tobacco Company, Winston-Salem, North Carolina



**YOUR "T-ZONE"
WILL TELL YOU...**

T for Taste...

T for Throat...

That's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T"

*According to a recent
Nationwide survey:*

**MORE DOCTORS
SMOKE CAMELS
than any other cigarette**

Three nationally known independent research organizations asked 113,597 doctors—in every branch of medicine—to name the cigarette they smoked. More doctors named Camel than any other brand.